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ABSTRACT

This document comprises a report on the knowledge, attitudes, and beliefs about Acquired Immune Deficiency Syndrome (AIDS) of Hispanic Americans residing in Arizona, Colorado, New Mexico, and Texas. A total of 2,400 people (600 per state) were interviewed by telephone between December 1988 and January 1989. The following sample characteristics are reported: (1) 55 percent were female; (2) 51 percent were between 25 and 44 years old; (3) 68 percent were married; (4) the average household size was 3.7 persons; (5) 33 percent were high school graduates and another 31 percent had some postsecondary education; (6) 77 percent were born in the United States; (7) 75 percent of those not born in the United States were raised in Mexico; and (8) 50 percent had a bicultural orientation, 38 percent had a Hispanic cultural orientation, and 11 percent had an Anglo cultural orientation. The following findings are reported: (1) 92 percent had read of, heard of, or seen AIDS; (2) television, magazines, and newspapers were the most frequently identified sources of both AIDS and general health information; (3) television was identified as the single most helpful source of information; (4) English-language television was identified by half as the single most helpful source of information; and (5) of the 44 percent who had received the Surgeon General's pamphlet about AIDS, 88 percent had read all or some of it, 96 percent of the readers understood it, and 59 percent of them talked to someone else about it. Statistical data are included on 21 tables and 11 charts. The following material is appended: (1) a discussion of the survey methodology; (2) the survey questionnaire in both English and Spanish; (3) a postcard sent to prospective participants; (4) lists of sources of AIDS and general health information; (5) a list of seven references; and (6) a brief description of the Latin American Research and Service Agency (LARASA). (FMW)

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HISPANIC KNOWLEDGE, ATTITUDES AND BELIEFS ABOUT AIDS: A SURVEY IN FOUR SOUTHWESTERN STATES

Prepared by

L·A·R·A·S·A

Latin American Research and Service Agency
Denver, Colorado

under a contract from

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TABLE OF CONTENTS

	Page
Acknowledgements	i
List of Tables	iv
List of Charts	v
Preface	vi
Executive Summary	1
Findings	7
Demographics	8
Sex of Respondents	8
Age of Respondents	9
Marital Status	11
Household Size	13
Education	14
Income	16
Ethnic Identifiers	18
Country of Birth	20
If Born Outside the U.S., Country Where Respondents Were Raised Before the Age of 16	22
Cultural Orientation	24
Knowledge, Attitudes and Beliefs About AIDS	29
Knowledge About AIDS	30
Ways People Can Get AIDS	35
Chances of Getting AIDS	39
People Most Likely to Get AIDS	41
Methods to Prevent AIDS in Relation to Sexual Activity	43

TABLE OF CONTENTS (cont.)

	Page
Sources of Information	46
Sources of AIDS Information	47
One Most Helpful Source of AIDS Information	49
Language of One Most Helpful Source of AIDS Information	51
Sources of General Health Information	53
One Most Helpful Source of General Health Information	55
Language of One Most Helpful Source of General Health Information	57
Comparison of Responses Between Sources of AIDS and Sources of General Health Information	59
The Surgeon General's Pamphlet on AIDS	60

Appendix

A. Methodology	66
B. Questionnaire-English and Spanish	74
C. Postcard	100
D. "Other" Sources of AIDS Information	101
E. "Other" Sources of General Health Information	102
F. Bibliographical References	103
G. Agency Description	104

LIST OF TABLES

Page

DEMOGRAPHIC INFORMATION:

TABLE 1: HISPANIC POPULATION OF FOUR SOUTHWESTERN STATES (ARIZONA, COLORADO, NEW MEXICO AND TEXAS)..... vii

TABLE 2: SELECTED HISPANIC DEMOGRAPHIC CHARACTERISTICS FROM THE CENSUS BUREAU AND HISPANICS IN THE SOUTHWEST..... ix

TABLE 3: AGE OF RESPONDENTS..... 10

TABLE 4: MARITAL STATUS..... 12

TABLE 5: EDUCATION..... 15

TABLE 6: INCOME..... 17

TABLE 7: ETHNIC IDENTIFIERS..... 19

TABLE 8: COUNTRY OF BIRTH..... 21

TABLE 9: IF BORN OUTSIDE OF THE U.S., COUNTRY WHERE RESPONDENTS WERE RAISED BEFORE THE AGE OF 16... 23

CULTURAL ORIENTATION:

TABLE 10: SCALE OF CULTURAL ORIENTATION..... 27-28

KNOWLEDGE, ATTITUDES AND BELIEFS ABOUT AIDS:

TABLE 11: KNOWLEDGE ABOUT AIDS..... 33-34

TABLE 12: WAYS PEOPLE CAN GET AIDS..... 37-38

TABLE 13: CHANCES OF GETTING AIDS..... 40

TABLE 14: PEOPLE MOST LIKELY TO GET AIDS..... 42

TABLE 15: METHODS TO PREVENT AIDS IN RELATION TO SEXUAL ACTIVITY..... 45

SOURCES OF AIDS AND GENERAL HEALTH INFORMATION:

TABLE 16: SOURCES OF AIDS INFORMATION..... 48

TABLE 17: ONE MOST HELPFUL SOURCE OF AIDS INFORMATION.... 50

U. 8

LIST OF TABLES (cont.)

Page

TABLE 18: LANGUAGE OF ONE MOST HELPFUL SOURCE OF AIDS INFORMATION..... 52

TABLE 19: SOURCES OF GENERAL HEALTH INFORMATION..... 54

TABLE 20: ONE MOST HELPFUL SOURCE OF GENERAL HEALTH INFORMATION..... 56

TABLE 21: LANGUAGE OF ONE MOST HELPFUL SOURCE OF GENERAL HEALTH INFORMATION..... 58

LIST OF CHARTS

Page

DEMOGRAPHIC INFORMATION:

CHART 1: SEX OF RESPONDENTS..... 8

CHART 2: HOUSEHOLD SIZE..... 13

CHART 3: CULTURAL ORIENTATION..... 26

KNOWLEDGE, ATTITUDES AND BELIEFS ABOUT AIDS:

CHART 4: KNOWLEDGE ABOUT AIDS..... 32

SOURCES OF AIDS AND GENERAL HEALTH INFORMATION:

CHART 5: COMPARISON OF SOURCES OF INFORMATION..... 59

CHART 6: COMPARISON OF ONE MOST HELPFUL SOURCE OF INFORMATION..... 59

CHART 7: RECEIVED SURGEON GENERAL'S PAMPHLET ON AIDS..... 61

CHART 8: LANGUAGE OF SURGEON GENERAL'S PAMPHLET RECEIVED..... 62

CHART 9: AMOUNT OF SURGEON GENERAL'S PAMPHLET READ..... 63

CHART 10: UNDERSTOOD SURGEON GENERAL'S PAMPHLET..... 64

CHART 11: TALKED ABOUT SURGEON GENERAL'S PAMPHLET WITH SOMEONE..... 65

PREFACE

The Southwest Hispanic Health, Education and Policy Consortium (SHHEPC) was created out of concern with the current and anticipated impact of AIDS on Hispanics in Arizona, Colorado, New Mexico and Texas. Members of the Consortium include La Frontera, Inc. (Arizona), the Latin American Research and Service Agency - LARASA (Colorado), Youth Development, Inc. (New Mexico) and the Center for Health Policy Development, Inc. - CHPD (Texas). The Consortium's five year goal is to increase awareness and factual knowledge to prevent the spread of AIDS among Hispanics. CHPD received a National AIDS Minority Information and Education Program Grant award from the Center for Disease Control in August 1988. This award provided the funding to support the Consortium's purpose through the creation of the Southwest AIDS Information, Education and Training Project (SWAIE&TP).

The goal of the project for 1988-89 was to develop procedures necessary to support AIDS services in the Hispanic community including AIDS awareness, education, training, technical assistance and applied research. One of the objectives to reach this goal was to determine knowledge, attitudes and beliefs Hispanics have about AIDS. CHPD subcontracted with LARASA to conduct a telephone survey of Spanish surnamed individuals in Arizona, Colorado, New Mexico and Texas. The survey was designed to gather baseline information about:

1. Hispanic knowledge, attitudes and beliefs about AIDS;
2. Sources of information about AIDS and general health;
3. Cultural Orientation.

This information provides the project with consistent data that can be used as a basis of comparison across the four states. Baseline information about AIDS can be utilized in many ways including exposing specific areas of concern that can be investigated with

additional studies.

The target population of the SWAIE&TP and this study was Hispanics who reside in Arizona, Colorado, New Mexico and Texas. These four states comprise 29.3% of all Hispanic persons in the United States. Table 1 provides estimates of the Hispanic population for 1988 for each of the four states. New Mexico has the highest Hispanic population percentage followed by Texas, Arizona and Colorado.

TABLE 1

HISPANIC POPULATION OF FOUR SOUTHWESTERN STATES

	AZ	CO	NM	TX
Hispanic Population:				
Percent	19%	11%	36%	25%
Number	648,000	368,000	543,000	4,134,000

United States Census Bureau; March 1988 Estimates.

Other characteristics of the four states are highlighted in Table 2. Selected 1980 Census information is provided to contrast with demographic information from this study. The 1980 Census information is dated and the demographics of these four states may have changed since 1980. However, the 1980 Census data provides consistent information to be used as a baseline measure to compare this survey's sample characteristics. Ideally, Census data can be used to determine the similarity of the current sample to the overall state sample.

According to 1980 Census data, the breakdown of Hispanics by sex for all four states was approximately 50% female and 50% male. The sample for this study reflects the Census gender distribution for respondents in Arizona and New Mexico. In Colorado and Texas there were more female respondents and fewer male respondents than reported by the 1980 Census.

The age distribution of Hispanics of the four states in 1980 differs from the age distribution of respondents. Overall, there were fewer younger respondents between 20 - 34 years of age and more respondents between 35 - 64 years of age.

There were between 3.3 and 3.8 persons per household in the four states during 1980. Household size of respondents were slightly larger ranging from 3.3 to 4.1 persons per household.

Household income from the 1980 Census was very similar to income reported by respondents except in two instances. First, fewer respondents reported having incomes of less than $9,999 than what was reported by the 1980 Census. Second, more respondents reported having incomes of over $35,000 compared to the 1980 Census.

TABLE 2

SELECTED HISPANIC DEMOGRAPHIC CHARACTERISTICS FROM THE CENSUS BUREAU AND HISPANICS IN THE SOUTHWEST

Characteristics	ARIZONA		COLORADO		NEW MEXICO		TEXAS	
	Census Bureau[1]	Hispanics in the Southwest	Census Bureau[1]	Hispanics in the Southwest	Census Bureau[1]	Hispanics in the Southwest	Census Bureau[1]	Hispanics in the Southwest
Female Hispanics[2]:	50%	53%	50%	56%	51%	52%	51%	57%
Male Hispanics[2]:	50%	47%	50%	44%	49%	48%	49%	42%
Age[2]:								
18-19 Years	*	4%	*	4%	*	3%	*	5%
20-24 Years	21%	8%	21%	8%	20%	7%	21%	8%
25-34 Years	33%	25%	34%	22%	31%	25%	33%	26%
35-44 Years	20%	29%	20%	23%	20%	28%	20%	25%
45-54 Years	15%	16%	15%	20%	16%	17%	15%	17%
55-64 Years	11%	14%	10%	20%	12%	16%	11%	16%
65 Years	*	3%	*	3%	*	3%	*	2%
Persons per Household:	3.7	4.0	3.3	3.3	3.4	3.6	3.8	4.1
Household Income:								
Less than $5,000	15%	6%	17%	9%	20%	5%	19%	8%
$5,000-$9,999	19%	11%	18%	10%	21%	8%	21%	11%
$10,000-$14,999	18%	17%	18%	16%	19%	13%	19%	17%
$15,000-$19,999	16%	12%	15%	11%	15%	15%	15%	11%
$20,000-$24,999	13%	11%	13%	14%	11%	13%	11%	11%
$25,000-$34,999	12%	17%	13%	15%	10%	19%	10%	14%
Over $35,000	6%	13%	7%	14%	5%	15%	5%	12%

[1]United States Census Bureau; 1980.
[2]Census data used to calculate these percentages only includes data for Hispanics age 20-64.
*Census Bureau data is not available for these specific ages.

EXECUTIVE SUMMARY

Introduction

The Southwest Hispanic Health, Education and Policy Consortium (SHHEPC) was created out of concern with the current and anticipated impact of AIDS on Hispanics in Arizona, Colorado, New Mexico and Texas. The Consortium's five year goal was to increase awareness and factual knowledge to prevent the spread of AIDS among Hispanics. The lead agency of the Consortium, the Center for Health Policy Development, Inc. (CHPD) in San Antonio, Texas received a National AIDS Minority Information and Education Program Grant award from the Center for Disease Control in August 1988. This award provided the funding to support the Southwest AIDS Information, Education and Training Project (SWAIE&TP) targeting the states of Arizona, Colorado, New Mexico and Texas.

One objective of this project was to gather baseline information about knowledge, attitudes and beliefs Hispanics in the four state area have about AIDS through the conduit of a telephone survey. The Latin American Research and Service Agency (LARASA) was contracted by CHPD to conduct this study.

A total of 2,400 people were interviewed by telephone in a four state area, Arizona, Colorado, New Mexico and Texas between December 1988 and January 1989. Six hundred (600) interviews were conducted per state. The person interviewed from each household met three criteria: they were Hispanic, between the ages of 18 and 65 and was the person in the household with the most recent birthday (to maintain randomness).

The Hispanic population in Arizona, Colorado, New Mexico and Texas account for 29.3% of the Hispanic population in the United States. According to the Census, in 1988 the estimated percent and number of the Hispanic population in the four states were:

* New Mexico	36%	543,000
* Texas	25%	4,134,000
* Arizona	19%	648,000
* Colorado	11%	368,000

The purpose of this study was to gather baseline information about the knowledge, attitudes and beliefs Hispanics in the Southwest have about AIDS. Respondents were asked questions that: 1) provide demographic information, 2) determine cultural orientation, 3) determine their knowledge, attitudes and beliefs and 4) identify their sources of information about AIDS and general health issues. The summary that follows provides highlights of the responses to those questions.

Demographics

Of the 2,400 people interviewed:

* 55% were female and 45% were male
* 51% were between 25 and 44 years old
* 68% were married
* the average household size was 3.7 persons
* 33% were high school graduates only and an additional 31% continued their education beyond high school
* 40% of the respondents reported household incomes between $10,000 and $24,999 and an additional 30% of the respondents reported household incomes of $25,000 or more.
* 31% of the respondents identified their ethnicity as Mexican-American, 23% as Mexican, 22% as Hispanic
* 77% of the respondents were born in the United States
* Of the 555 respondents born outside of the United States, 75% were raised in Mexico before the age of 16

Cultural Orientation

A short acculturation scale for Hispanics was developed by Marin, Sabogal, Marin, Otero-Sabogal & Perez-Stable that incorporated a total of 13 questions about language usage, media and social relations to determine cultural orientation. Based on the responses to the questions from this scale:

* 50% of the respondents were bi-cultural. They were equally oriented to both Hispanic and Anglo cultures
* 38% of the respondents were oriented towards a Hispanic culture
* 11% of the respondents were oriented towards an Anglo culture

Knowledge, Attitudes and Beliefs About AIDS

The first question respondents were asked was if they had ever read of, heard of or seen AIDS. Ninety-two percent (92%), of the respondents (n=2,211) reported they had read of, heard of or seen AIDS. Those 2,211 respondents were then asked AIDS related questions. Selected responses from those questions were:

* Over 90% of respondents correctly reported that:
  - Intravenous (IV) drug users who share needles can give AIDS to someone else.
  - Any person with the AIDS virus can pass it on to someone else through sexual intercourse.
  - Most people who get AIDS die from the disease.
  - A woman who has the AIDS virus can give AIDS to her baby during pregnancy or birth.
* Fifty-eight percent (58%) of the respondents reported they were **not** worried about getting the AIDS virus themselves.
* More respondents (71%) reported Whites have a high or medium chance of getting the AIDS virus; 65% of respondents reported Hispanics have a high or medium chance of getting the AIDS virus.

- While 56% of respondents believed it is unlikely to get AIDS by donating blood, 60% of the respondents believed it is likely to get AIDS by receiving blood transfusions.

- Although 96.8% of respondents believed it is likely to get AIDS from sharing needles for drug use, 82.9% believed that babies born to parents who inject drugs are likely to get AIDS.

- Methods of prevention mentioned more frequently as very effective or somewhat effective were being celibate (83%), condoms (83%), two people who do not have the AIDS virus that have sex only with each other (80%) and condoms with a spermicide (65%).

- There were a notable number of respondents who reported they did not know the effectiveness of diaphragms, condoms with a spermicide, spermicidal jelly, foam or cream or birth control pills.

Sources of Information

This section of the study provided information about sources of information, the one most helpful source of information, language of the one most helpful sources of information and about the Surgeon General's pamphlet on AIDS.

Sources of AIDS Information

Only the 2,211 respondents who had heard of AIDS were asked about their sources of AIDS information. Respondents were asked to identify all sources of AIDS information from a given list (multiple responses were acceptable). The sources of AIDS information most frequently identified were:

- Television 88%
- Magazines 82%
- Newspapers 81%

Next, respondents were asked to pick the one source that most helped them understand AIDS from the sources they had just selected. Television was chosen by 47% of the

respondents as being the one most helpful source of AIDS information. Over half (54%) of respondents reported television was in English.

Sources of General Health Information

The same list of sources used for AIDS information was used for general health information. All 2,400 respondents were asked to identify where they got their health information. The sources of general health information most frequently identified by respondents were:

*	Television	83%
*	Magazines	79%
*	Newspapers	78%
*	Brochures/Pamphlets	77%

Next, respondents were asked to pick the one source of general health information that was most helpful to them. Television was identified more frequently by 38% of the respondents as being the one most helpful source of general health information. Over half (56%) of respondents reported television was in English.

A Comparison of Responses for Sources of AIDS and General Health Information

The similarities between the responses for sources of AIDS and sources of general health information were:

* Television, magazines and newspapers were the most frequently identified sources for both AIDS information and general health information.

* Television was the one most helpful source for both AIDS and general health information most frequently selected by respondents.

* The language of the one most helpful source of AIDS and general health information, television, was reported to be in English by half the respondents.

The Surgeon General's Pamphlet on AIDS

The Surgeon General distributed a pamphlet on AIDS nationwide. This was the most extensive effort to educate the American population about AIDS. The pamphlet provided detailed information about AIDS that covered topics such as how AIDS can be contracted, risk behavior and prevention measures. A Spanish version of the pamphlet was also available.

Only the 2,211 respondents who had heard of AIDS were asked questions about the Surgeon General's pamphlet. Of those respondents:

- 44% reported receiving the pamphlet

Of the 963 respondents who received the pamphlet:

- 52% reported receiving an English version
- 39% reported receiving both an English and Spanish version
- 3% reported receiving a Spanish version

- 53% reported to have read all of it
- 35% reported to have read some of it
- 12% reported to have read none of it

Of the 816 respondents who reported to have read all or some of the pamphlet, 96% reported they understood what they read and 59% talked to someone else about what they read.

FINDINGS

The purpose of this study was to determine knowledge, attitudes and beliefs Hispanics in four Southwestern states have about AIDS, and to identify their sources of information about AIDS and general health issues. Questions were also asked to determine cultural orientation.

All the information was obtained from a telephone survey administered to a random sample of 2,400 Spanish surnamed individuals in Arizona, Colorado, New Mexico and Texas in December 1988 and January 1989 (Appendix A - Methodology).

The data is summarized for the four states as a whole and for each state individually. The findings are discussed in the following sections:

* Demographics
* Cultural Orientation
* Knowledge, Attitudes and Beliefs About AIDS
* Sources of Information

DEMOGRAPHICS

Sex of Respondents

Total Sample

The percentages of female and male respondents were as follows:

- 55% female
- 45% male

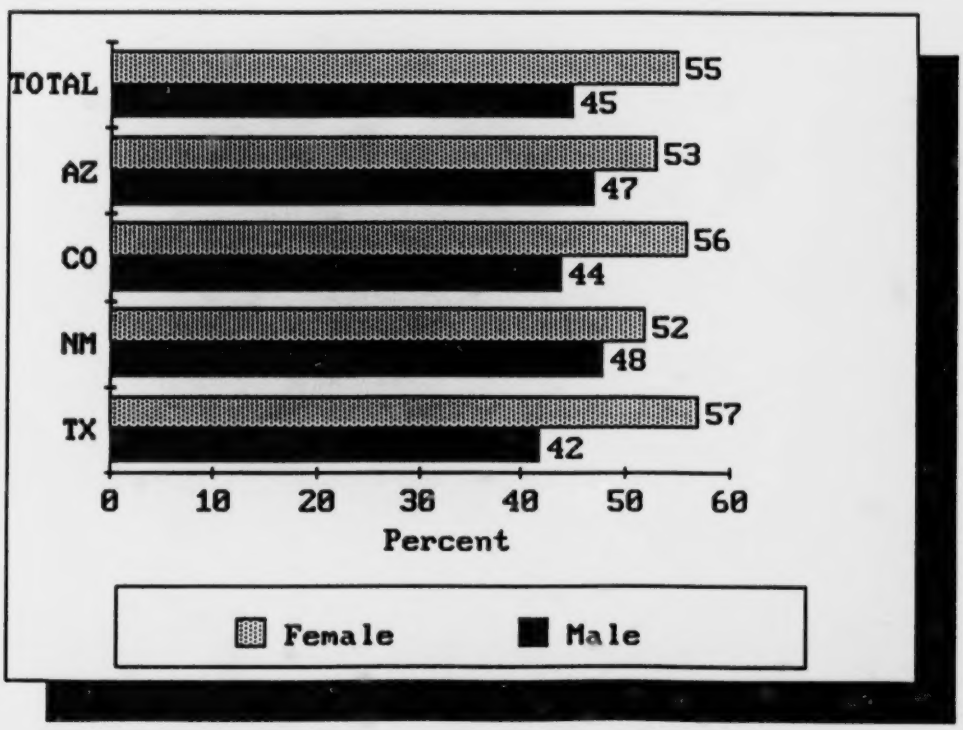
State Sample

There were more female than male respondents in each of the four states.

- Texas had the highest percent of female respondents (57%)
- New Mexico had the lowest percent of female respondents (52%)

CHART 1

SEX OF RESPONDENTS



Age of Respondents

Total Sample

Respondents were asked their age (Table 3).

* 50.5% were 25-44 years old
* Close to 12% were 18-24 years old

State Sample

* New Mexico had the lowest percent of respondents that were 18-24 years old (9.8%)
* Colorado had the lowest percent of respondents that were 25-44 years old (44.5%)

The sample of respondents in this study were individuals between 18 and 65 years of age (See Appendix A -Methodology).

TABLE 3

AGE OF RESPONDENTS[1]

Age Range	Total Percent (Rank)[2]	AZ	CO	NM	TX
		Percent by State (Rank)[2]			
18-24 Years	11.7 (5)	12.0 (5)	11.7 (5)	9.8 (5)	13.2 (5)
25-34 Years	24.4 (2)	25.3 (2)	21.8 (2)	24.5 (2)	25.8 (1)
35-44 Years	26.1 (1)	29.0 (1)	22.7 (1)	28.0 (1)	24.8 (2)
45-54 Years	17.6 (3)	16.2 (3)	20.3 (3)	17.2 (3)	16.8 (3)
55-64 Years	16.8 (4)	14.0 (4)	20.0 (4)	16.7 (4)	16.3 (4)
65 Years	2.7 (6)	2.5 (6)	2.8 (6)	3.2 (6)	2.3 (6)
No Response	0.7	1.0	0.7	0.7	0.7

[1]Statistics include respondents who had heard of AIDS and those who had not (n=2400), see Appendix A, (Methodology) for an explanation.

[2]Numbers in parenthesis are rankings for each column.

Marital Status

Total Sample

Table 4 shows the marital status of respondents was:

- 67.6% - Married
- 17.9% - Single/never married
- 8.3% - Divorced
- 4.0% - Widowed
- 1.8% - Separated

State Sample

The state samples show:

- Texas had the most single respondents (20.2%)
- Texas had the lowest percentage of divorced respondents (5.2%) and New Mexico had the highest (10.7%)

TABLE 4

MARITAL STATUS[1]

Rank	Marital Status	Total Percent	AZ	CO	NM	TX
			Percent of State (Rank)[2]			
1	Married	67.6	68.7 (1)	66.0 (1)	67.7 (1)	68.2 (1)
2	Single/ Never Married	17.9	16.8 (2)	18.3 (2)	16.3 (2)	20.2 (2)
3	Divorced	8.3	8.3 (3)	9.0 (3)	10.7 (3)	5.2 (3)
4	Widowed	4.0	4.0 (4)	5.0 (4)	3.5 (4)	3.3 (4)
5	Separated	1.8	1.8 (5)	1.3 (5)	1.0 (5)	2.8 (5)
	No Response	0.4	0.3	0.4	0.8	0.3

[1]Statistics include respondents who had heard of AIDS and those who had not (n=2400) see Appendix A, (Methodology) for an explanation.

[2]Numbers in parenthesis are rankings for each column.

Household Size

Total Sample

The average household size for the total sample was 3.7 persons.

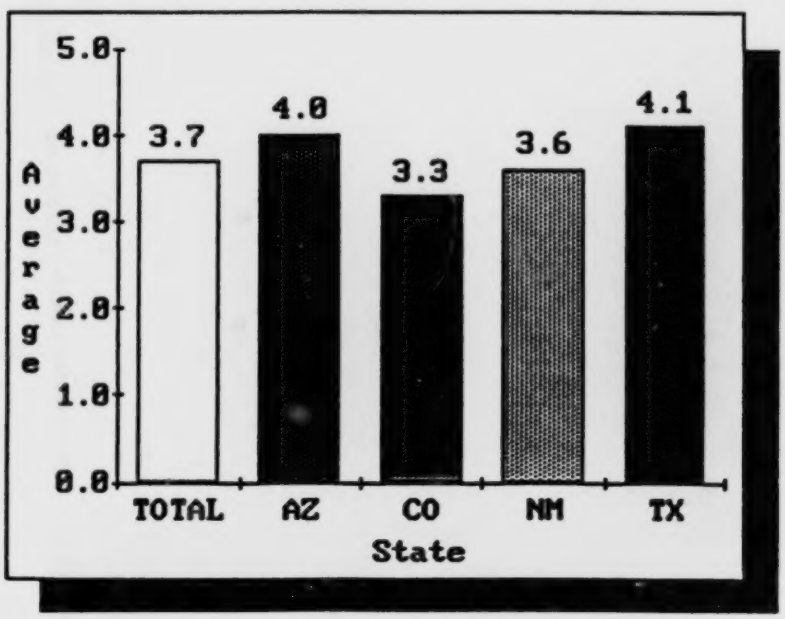
State Sample

The individual state data shows that respondents in:

- Texas had the largest average household size with 4.1 persons
- Colorado had the smallest average household size with 3.3 persons

CHART 2

HOUSEHOLD SIZE



Education

Total Sample

The respondents were asked to identify from a list the highest grade of school they had completed (Table 5).

- 36.1% received less than a high school education
- 32.7% were high school graduates only
- 30.6% continued their education beyond high school

State Sample

- Approximately 43% of respondents in Arizona and Texas reported having less than a high school education
- Colorado had the highest percentage of respondents who reported being high school graduates only (37.7%) and Texas had the lowest (26.7%)
- New Mexico had the highest percentage of respondents who reported having an education beyond high school (35.4%) and Arizona had the lowest (26.5%)

TABLE 5

EDUCATION[1]

Rank	Education	Total Percent	AZ	CO	NM	TX
			Percent of State (Rank)[2]			
1	Less than High School[3]	36.1	42.7 (1)	31.5 (2)	27.5 (3)	42.8 (1)
2	High School Graduate Only[4]	32.7	30.2 (2)	37.7 (1)	36.5 (1)	26.7 (3)
3	More than High School[5]	30.6	26.5 (3)	30.5 (3)	35.4 (2)	30.2 (2)
	No Response	0.5	0.5	0.3	0.7	0.3

[1]Statistics include respondents who had heard of AIDS and those who had not (n=2400), see Appendix A (Methodology) for an explanation.

[2]Numbers in parenthesis are rankings for each column.

[3]Includes: Less than High School, and Some High School.

[4]Includes: High School Graduate Only or GED, and Vocational or Trade School.

[5]Includes: Some College, Junior College Graduate, College Graduate, Some Graduate School, Graduate or Professional Degree.

Income

Total Sample

Respondents were asked to report their total household income for 1988 (Table 6).

- 16.7% - Below $10,000
- 40.4% - $10,000-$24,999
- 29.7% - $25,000 or more
- 13.2% either did not know the total income or refused to respond

State Sample

Responses given for the individual states show:

- New Mexico had the lowest percent of respondents that reported incomes below $10,000 (12.5%) and Colorado had the highest (19.4%)
- Approximately 1 out of 3 respondents in Arizona, Colorado and New Mexico reported incomes of $25,000 or more
- 1 out of 4 respondents in Texas reported incomes of $25,00 or more

The state income distribution between $10,000 and $25,000 reflects that of the total sample, approximately 40%.

TABLE 6

INCOME[1]

Income	Total Percent (Rank)[2]	AZ	CO	NM	TX
		Percent of State (Rank)[2]			
Less than $5,000	7.0 (9)	6.2 (9)	9.2 (6)	5.0 (9)	7.5 (7)
$5,000-$9,999	9.7 (5)	10.7 (4.5)	10.2 (5)	7.5 (8)	10.5 (6)
$10,000-$14,999	15.9 (1)	17.2 (1)	15.8 (1)	13.2 (3)	17.3 (1)
$15,000-$19,999	12.5 (3)	12.0 (3)	11.3 (4)	15.3 (1.5)	11.3 (4)
$20,000-$24,999	12.0 (4)	10.7 (4.5)	13.7 (3)	12.8 (4)	10.7 (5)
$25,000-$29,999	8.7 (7)	9.3 (6.5)	7.8 (7)	10.8 (5)	6.7 (9)
$30,000-$34,999	7.4 (8)	7.5 (8)	7.5 (8)	7.7 (7)	6.8 (8)
Over $35,000	13.6 (2)	12.7 (2)	14.2 (2)	15.3 (1.5)	12.3 (3)
Don't Know	9.5 (6)	9.3 (6.5)	6.3 (9)	8.7 (6)	13.8 (2)
No Response	3.7	4.5	4.0	3.7	3.0

[1]Statistics include respondents who had heard of AIDS and those who had not (n=2400), see Appendix A (Methodology) for an explanation.

[2]Numbers in parenthesis are rankings for each column.

Ethnic Identifiers

Total Sample

The respondents were asked "How do you identify your ethnicity?" and were read a list of ethnic identifiers from which to choose. The responses given by the respondents were (Table 7):

- 30.9% - Mexican-American
- 22.7% - Mexican
- 21.9% - Hispanic
- 7.8% - "Other"

The responses were consistent with the 1980 Census data which shows the four Southwestern states have more people of Mexican origin or descent than the other categories of persons of Spanish origin. The category "Other" was included in the list for respondents who did not identify with the options listed. The responses given for "Other" are listed in a footnote in Table 7.

State Sample

Differences were found across the state samples. The top three ethnic identifiers chosen by respondents in each state were:

- Arizona: Mexican-American (38.8%), Mexican (35.3%), Hispanic (12.2%)
- Colorado: Hispanic (29.3%), Mexican-American (24.8%), Spanish (13.3%)
- New Mexico: Hispanic (32.7%), Mexican-American (18.7%), Spanish (13.7%)
- Texas: Mexican-American (41.3%), Mexican (32.5%), Hispanic (13.5%)

TABLE 7

ETHNIC IDENTIFIERS[1]

Rank	Ethnicity	Total Percent	AZ	CO	NM	TX
			Percent of State (Rank)[2]			
1	Mexican American	30.9	38.8 (1)	24.8 (2)	18.7 (2)	41.3 (1)
2	Mexican	22.7	35.3 (2)	10.3 (5)	12.7 (4)	32.5 (2)
3	Hispanic	21.9	12.2 (3)	29.3 (1)	32.7 (1)	13.5 (3)
4.5	Spanish	7.8	1.8 (6)	13.3 (3)	13.7 (3)	2.2 (6)
4.5	Other[3]	7.8	3.5 (5)	12.3 (4)	10.8 (5)	4.3 (4)
6	Chicano	6.5	6.3 (4)	7.7 (6)	8.8 (6)	3.2 (5)
7	Latino	1.3	0.7 (7)	1.2 (7)	1.5 (7)	2.0 (7)
8	Puerto Rican	0.2	0.0 (9)	0.0 (8.5)	0.5 (8)	0.3 (8.5)
9	Cuban	0.1	0.2 (8)	0.0 (8.5)	0.0 (9)	0.3 (8.5)
	No Response	0.8	1.2	1.0	0.7	0.3

[1]Statistics include respondents who had heard of AIDS and those who had not (N=2400), see Appendix A (Methodology) for an explanation.

[2]Numbers in parenthesis are rankings for each column.

[3]Responses for "Other": American, American-Chicano, American of Mexican Descent, American-Mexican, Aztec-Spanish, Central American, Chicano-Hispanic, Chicano-Indian, Dutch-Spanish, Greek-American, Hispanic-American, Hispanic-Chicana, Indian-Mexican, Indian-Mexican-Spanish, Mestizo, Mexican-Chicano, Mexican-Chilean-German, Mexican-German, South American, Spanish-American, Spanish-African-Indian-Arabic, Spanish-Indian, Spanish Latino, Spanish-Navajo, Tex-Mex, White. These responses were given at least once, but may have been given more that once.

Country of Birth

Total Sample

When asked "Where were you born?" the respondents reported (Table 8):

* 76.9% were born in the United States
* 21.7% were born in Mexico

State sample

The majority of respondents in each state reported to have been born in the United States, however the percents differ:

* Colorado	93.1%
* New Mexico	87.7%
* Texas	67.2%
* Arizona	59.5%

* Approximately 1 out of 3 of the respondents in Arizona and Texas were born in Mexico

* 10.7% of the respondents in New Mexico and 6.0% in Colorado were born in Mexico

TABLE 8

COUNTRY OF BIRTH[1]

Rank	Country	Total Percent	AZ	CO	NM	TX
			Percent of State (Rank)[2]			
1	United States	76.9	59.5 (1)	93.1 (1)	87.7 (1)	67.2 (1)
2	Mexico	21.7	38.8 (2)	6.0 (2)	10.7 (2)	31.3 (2)
3	Other	1.1	1.5 (3)	0.7 (3)	1.0 (3)	1.2 (3)
	No Response	0.3	0.2	0.2	0.6	0.3

[1]Statistics include respondents who had heard of AIDS and those who had not (N=2400), see Appendix A (Methodology) for an explanation.

[2]Numbers in parenthesis are rankings for each column.

If Born Outside the U.S., Country Where Respondents Were Raised Before the Age of 16

Total Sample

Table 9 presents the twenty-three percent (23%) of respondents, from Table 8, who reported they were born outside of the United States (n=555). These respondents were asked where they were raised before the age of 16:

* 3 out of 4 were raised in Mexico
* 12.6% were raised in the United States
* 3.4% were raised both in the United States and Mexico

State Sample

* Arizona had the highest percent of respondents that reported being raised in the United States (14.8%), and New Mexico had the lowest (8.1%)
* Colorado had the highest percent of respondents that reported being raised in Central or South American (4.9%) and Texas had the lowest (0.5%)

According to the Urban Institute, Texas has become a popular entry point for Central and South Americans. However, their search for employment may take them to other states. The smaller percentage of Central and South American respondents in Texas (0.5%) may be explained by this search for employment and their lack of telephones (see Appendix A - Methodology).

TABLE 9

IF BORN OUTSIDE OF THE U.S., COUNTRY WHERE RESPONDENTS WERE RAISED BEFORE THE AGE OF 16[1]

Rank	Country	Total Percent	AZ	CO	NM	TX
			Percent of State (Rank)[2]			
1	Mexico	75.1	76.1 (1)	73.1 (1)	74.4 (1)	74.6 (1)
2	U.S.	12.6	14.8 (2)	9.8 (2)	8.1 (2)	12.2 (2)
3	Both in the U.S. and Mexico	3.4	3.7 (3)	2.4 (4.5)	0.0 (5)	4.6 (3)
4	Central or South America	2.2	2.9 (4)	4.9 (3)	4.1 (3)	0.5 (5)
5	Other	1.1	0.0 (5)	2.4 (4.5)	2.7 (4)	1.0 (4)
	No Response	5.6	2.5	7.3	10.8	7.1

[1]Statistics include respondents who had heard of AIDS and those who had not (N=2400), see Appendix A (Methodology) for an explanation.

[2]Numbers in parenthesis are rankings for each column.

CULTURAL ORIENTATION

Marin, Sabogal, Marin, Otero-Sabogal & Perez-Stable (1987) developed an acculturation scale for Hispanics that incorporates three factors: language usage, media and social relations. This scale, in modified form, was used to determine the cultural orientation of respondents. The term "cultural orientation" was preferred by the authors for this report. (See Appendix A - Methodology) for an explanation of how the acculturation scale was used.)

Total Sample

Cultural orientation was determined by the cumulative responses to the 13 questions in Table 10. The composite of these questions are in Chart 3 which shows that respondents were oriented towards:

- 50.4% both Hispanic and Anglo cultures equally (Bi-cultural)
- 38.3% a Hispanic culture
- 11.4% an Anglo culture.

The three factors comprising the acculturation scale (Table 10) indicate:

- Language Usage: respondents used both English and Spanish languages equally
- Media: respondents watched movies and television, and listened to the radio in English more than Spanish
- Social Relations: respondents reported socializing with mostly Hispanics.

State Sample

Chart 3 shows the cultural orientation of respondents in:

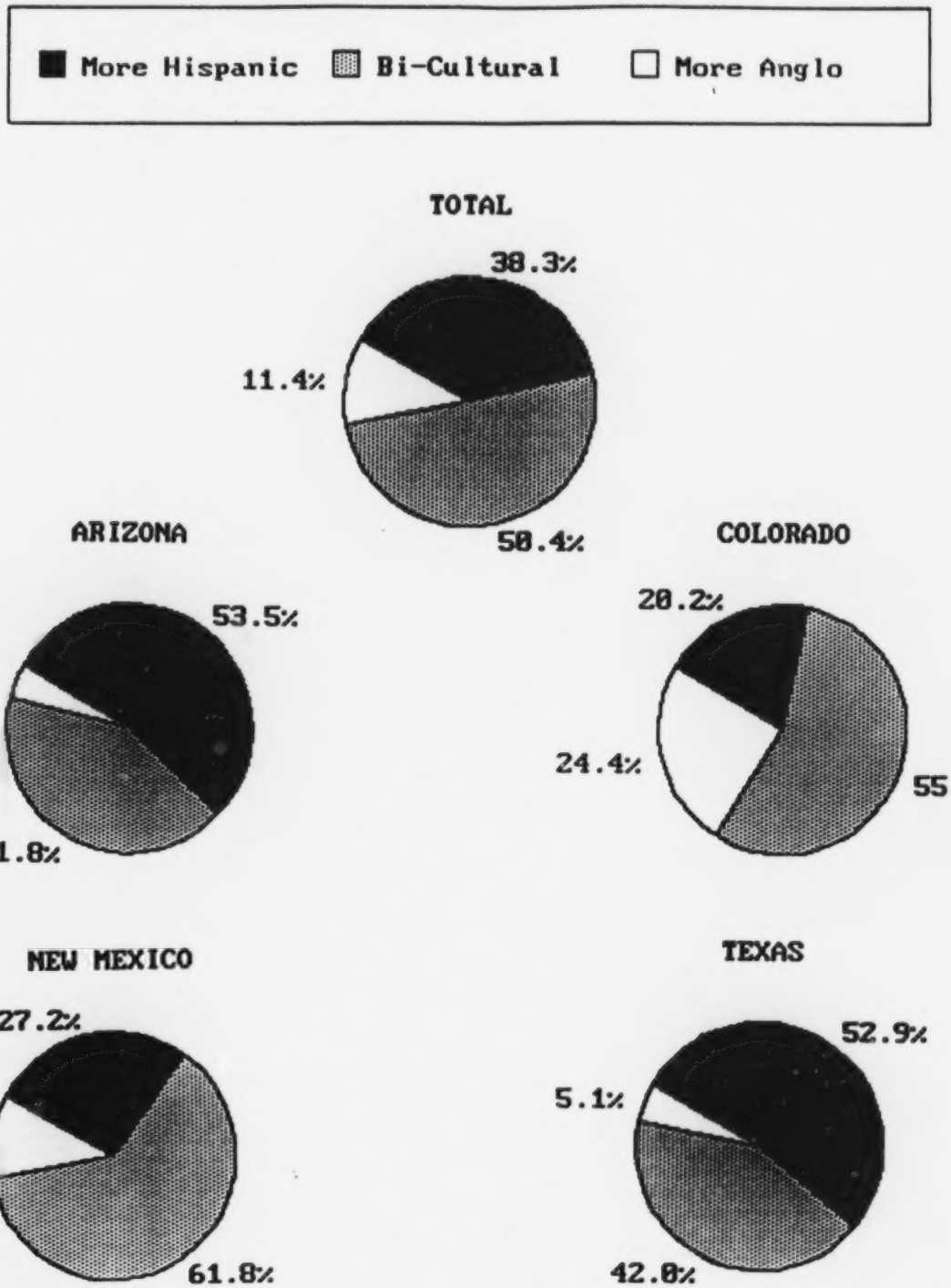
- Arizona - 53.5% More Hispanic
- Colorado - 24.4% More Anglo
- New Mexico- 61.8% Bi-Cultural
- Texas- 52.9% More Hispanic

The three factors in Table 10 reflect that:

- Language Usage: more respondents in Colorado reported using English while respondents in Arizona, New Mexico and Texas reported using both Spanish and English equally
- Media: more respondents in Arizona and Texas reported media usage to be in both Spanish and English equally and respondents in Colorado and New Mexico reported more English media was used
- Social Relations: more respondents in all four states socialized with mostly Hispanics

CHART 3

CULTURAL ORIENTATION*



*Based on an acculturation scale developed by Marin and Sabogal (see Appendix A-Methodology).

TABLE 10

SCALE OF CULTURAL ORIENTATION[1]

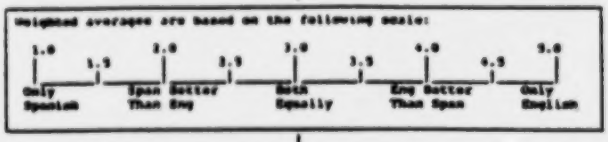
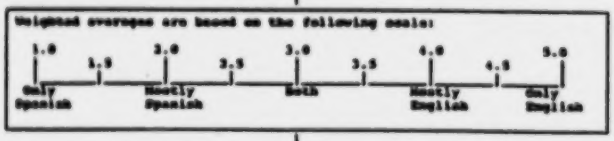
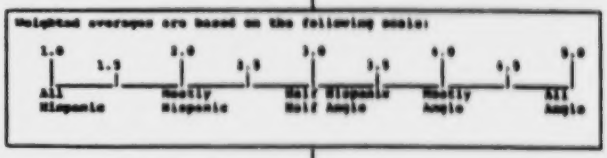
Questions	Total	AZ	CO	NM	TX
		Weighted Average[2]			
LANGUAGE USAGE					
					
1. What language do you read?[3]	3.4	3.1	3.9	3.6	3.0
2. What language do you speak?[3]	3.1	2.8	3.6	3.2	2.7
					
3. What language did you use as a child?	2.4	2.0	3.2	2.7	1.9
4. What language do you speak at home?	3.2	2.7	3.8	3.4	2.7
5. In which language do you usually think?	3.2	2.7	3.9	3.4	2.8
6. What language do you usually speak with your friends?	3.2	2.7	3.9	3.3	2.7
Subtotal	3.1	2.7	3.7	3.2	2.7
MEDIA					
7. In which language are the TV programs you usually watch?	3.7	3.4	4.1	3.9	3.4
8. In which language are the radio programs you usually listen to?	3.4	3.0	3.9	3.6	3.0
9. In general, in what language are the movies, TV and radio programs you prefer to watch and listen to?	3.6	3.3	3.9	3.8	3.3
Subtotal	3.6	3.2	4.0	3.8	3.2

TABLE 10

SCALE OF CULTURAL ORIENTATION[1]

Questions	Total	AZ	CO	NM	TX
		Weighted Average[2]			
SOCIAL RELATIONS					
10. Your close friends are...	2.3	2.2	2.6	2.4	2.1
11. You prefer going to social gatherings/parties at which people are...	2.5	2.4	2.7	2.7	2.3
12. The persons you visit or visit you are...	2.3	2.1	2.4	2.4	2.1
13. If you could choose your children's friends you would want them to be...	2.8	2.8	2.9	2.9	2.8
Subtotal	2.5	2.4	2.6	2.6	2.3
TOTAL WEIGHTED AVERAGE	3.0	2.7	3.5	3.1	2.7



[1]Statistics were calculated for respondents who had heard of AIDS and for those who had not (N=2400), see Appendix A (Methodology) for an explanation.

[2]Refusals, Don't Knows and Missing Data were not included in the Weighted Averages.

[3]See Appendix A (Methodology) for an explanation.

KNOWLEDGE, ATTITUDES AND BELIEFS ABOUT AIDS

The questions in this study were designed to assess the level of knowledge Hispanics in the Southwest have about AIDS. A list of 12 factual questions (Table 11), formatted to be answered as True/False, were used as one indicator of knowledge about AIDS. The remaining questions (Tables 12-15), while they have a factual base, dealt with attitudes and emotional concerns. These questions were formatted to be answered as Likely/Unlikely; Very Effective to Not Effective; Yes/No; High/Medium/Low; Very Worried to Not Worried; Agree/Disagree.

To ease people into the questionnaire the first question asked was "In general, do you think that the health of Hispanics is a serious national problem?". Nearly 50 percent of the respondent's agreed that it was. Next, respondents were asked if they had read of, heard of or seen AIDS. **Ninety-two percent (92%) of the respondents had read of, heard of or seen AIDS.** Of the respondents who had read of, heard of or seen AIDS, 71.1 % were aware of a blood test for infection that can detect the AIDS virus and 40.4 % had read of, heard of or seen AIDS Related Complex (A.R.C.).

Of the 2,400 respondents, 2,211 had read of, heard of or seen AIDS. The information that follows describes the responses of the 2,211 respondents who had heard of AIDS. Analysis of the 2,400 respondents, including the 189 respondents who had not read of, heard of or seen AIDS, are in the sections Demographics, Cultural Orientation and Sources of General Health Information.

The following sections contain responses from Hispanics in the Southwest, who had read of, heard of or seen AIDS, regarding:

- Knowledge About AIDS
- Ways People Can Get AIDS
- Chances of Getting AIDS
- People Most Likely to Get AIDS
- Methods to Prevent AIDS in Relation to Sexual Activity

Knowledge About AIDS

Respondents were asked 12 factual True/False questions. These questions are listed in Table 11. Following is a breakdown of the number of questions answered correctly by respondents. (Respondents had a 50/50 chance of answering each question correctly.)

Total Sample

Chart 4 shows that of the 2,211 respondents who heard of AIDS:

- 53.1% answered 12 - 11 questions correctly
- 38.6% answered 10 - 8 questions correctly
- 8.3% answered 7 - 0 questions correctly

The following questions (Table 11) were answered correctly by more than 90% of the respondents:

- 97.1% - Intravenous drug users who share needles can give AIDS to someone else.
- 96.7% - Any person with the AIDS virus can pass it on to someone else through sexual intercourse.
- 91.0% - Most people who get AIDS die from the disease.
- 90.6% - A woman who has the AIDS virus can give AIDS to her baby during pregnancy or birth.

Questions correctly answered by fewer respondents were:

- 65.1% - A person can be infected with the AIDS virus and not have the disease AIDS.
- 70.4% - AIDS is caused by a virus.

State Sample

Chart 4 shows that:

- for all states, except Texas, less than 10% of respondents answered 7-10 questions correctly.
- nearly 1 out of 2 respondents in each state answered 12-11 questions correctly.

Table 11 shows that the question "AIDS is caused by a virus":

- was answered false or do not know by 1 out of 3 respondents from Colorado and New Mexico
- was correctly answered by almost 3 out of 4 respondents from Arizona and Texas

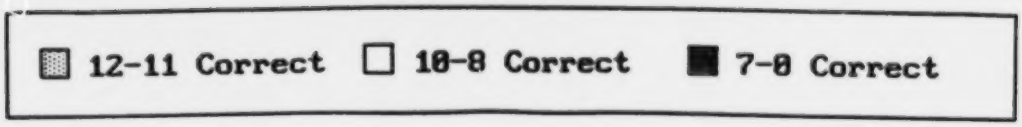
More respondents from Arizona and Texas incorrectly responded that it was true or did not know:

- AIDS is especially common in older people
- There is no cure for AIDS at present

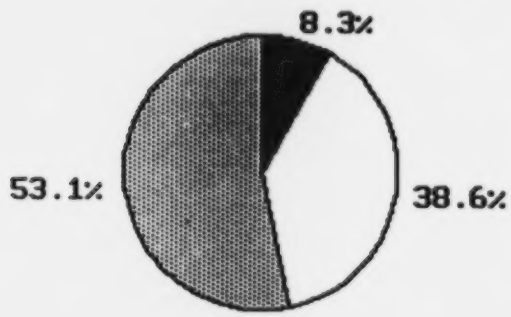
Of the 2,400 respondents, 2,211 had read of, heard of or seen AIDS. The information in Chart 4 and Table 11 describes the responses of the 2,211 respondents who had heard of AIDS. The correct response for each question is in bold. Analysis of the 2,400 respondents, including the 189 respondents who had not read of, heard of or seen AIDS, are in the sections Demographics, Cultural Orientation and Sources of General Health Information.

CHART 4

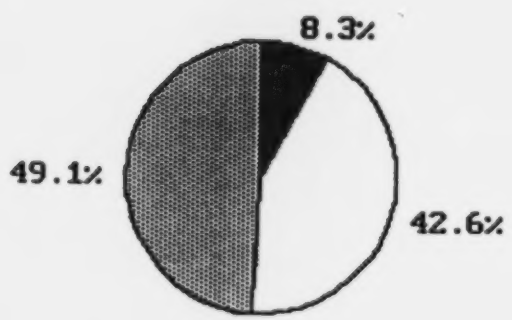
KNOWLEDGE ABOUT AIDS



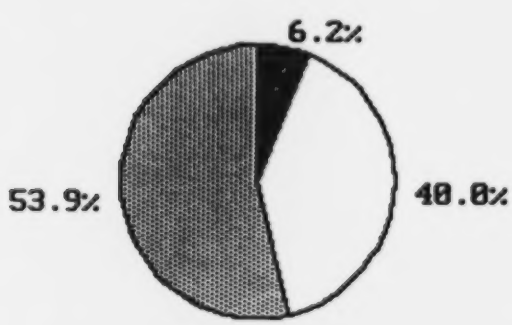
TOTAL



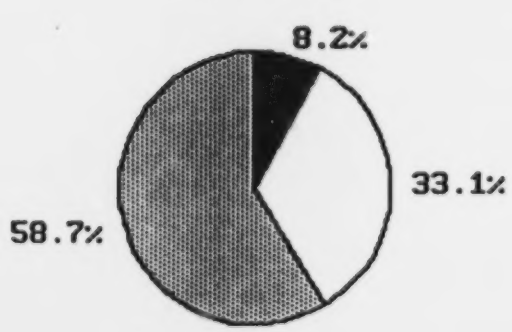
ARIZONA



COLORADO



NEW MEXICO



TEXAS

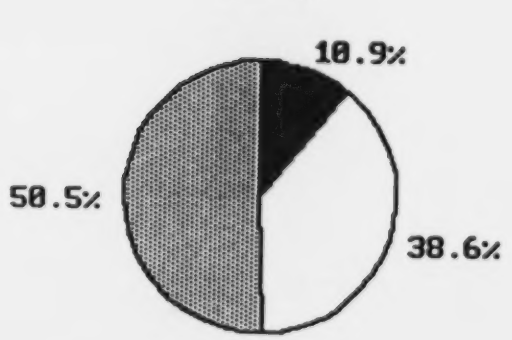


TABLE 11

KNOWLEDGE ABOUT AIDS[1]

	Total	AZ	CO	NM	TX
	Percent	Percent of State			
1. AIDS IS CAUSED BY A VIRUS					
TRUE	70.4	73.6	64.5	69.8	73.8
FALSE	16.0	12.2	21.5	16.7	13.3
DO NOT KNOW	13.7	14.2	14.0	13.5	12.9
2. AIDS DAMAGES THE BODY'S NATURAL IMMUNE DEFENSES AGAINST DISEASE					
TRUE	87.9	87.1	90.4	88.5	85.4
FALSE	2.8	3.6	2.5	2.4	3.0
DO NOT KNOW	9.1	9.4	6.9	8.9	11.5
3. AIDS IS ESPECIALLY COMMON IN OLDER PEOPLE					
TRUE	5.2	5.8	2.8	4.0	8.1
FALSE	87.7	84.5	91.0	90.2	85.0
DO NOT KNOW	7.0	9.5	6.0	5.8	6.7
4. THERE IS A VACCINE AVAILABLE TO THE PUBLIC THAT PROTECTS A PERSON FROM GETTING THE AIDS VIRUS					
TRUE	11.3	11.3	9.2	10.5	14.2
FALSE	73.8	70.9	78.5	76.0	69.7
DO NOT KNOW	14.8	17.6	12.2	13.5	15.9
5. A PERSON CAN BE INFECTED WITH THE AIDS VIRUS AND NOT HAVE THE DISEASE AIDS					
TRUE	65.1	63.3	65.1	67.3	64.9
FALSE	19.0	19.8	18.3	19.1	19.0
DO NOT KNOW	15.6	16.9	16.5	13.3	15.7
6. YOU CAN TELL IF A PERSON HAS THE AIDS VIRUS BY LOOKING AT THEM					
TRUE	6.1	5.6	5.7	5.3	7.9
FALSE	84.9	83.5	86.2	85.6	84.5
DO NOT KNOW	8.7	11.0	8.0	8.7	7.2
7. ANY PERSON WITH THE AIDS VIRUS CAN PASS IT ON TO SOMEONE ELSE THROUGH SEXUAL INTERCOURSE					
TRUE	96.7	96.4	97.9	96.5	96.1
FALSE	1.1	1.4	0.9	0.9	1.1
DO NOT KNOW	2.1	2.2	1.1	2.5	2.6

TABLE 11

KNOWLEDGE ABOUT AIDS[1]

	Total	AZ	CO	NM	TX
	Percent	Percent of State			
8. A WOMAN WHO HAS THE AIDS VIRUS CAN GIVE AIDS TO HER BABY DURING PREGNANCY OR BIRTH					
TRUE	90.6	87.9	92.4	92.7	89.5
FALSE	1.6	1.8	1.2	1.3	2.2
DO NOT KNOW	7.7	10.3	6.4	6.0	8.3
9. THERE IS NO CURE FOR AIDS AT PRESENT					
TRUE	84.9	81.5	87.6	89.1	81.5
FALSE	8.5	10.6	5.9	6.2	11.3
DO NOT KNOW	6.6	7.9	6.6	4.7	7.0
10. MOST PEOPLE WHO GET AIDS DIE FROM THE DISEASE					
TRUE	91.0	90.8	91.1	92.4	89.5
FALSE	4.8	4.9	5.9	4.0	4.6
DO NOT KNOW	4.2	4.3	3.0	3.6	5.9
11. SOME PEOPLE WHO ARE INFECTED WITH THE AIDS VIRUS MAY NEVER HAVE ANY SYMPTOMS BUT THEY CAN STILL INFECT OTHERS					
TRUE	83.5	83.3	82.6	84.5	83.5
FALSE	4.5	3.8	4.8	4.4	5.0
DO NOT KNOW	12.0	12.9	12.6	11.1	11.3
12. INTRAVENOUS DRUG USERS WHO SHARE NEEDLES CAN GIVE AIDS TO SOMEONE ELSE					
TRUE	97.1	97.7	97.3	96.9	96.5
FALSE	0.5	0.5	0.5	0.5	0.6
DO NOT KNOW	2.4	1.8	2.1	2.5	3.0

[1]Statistics were calculated only for those respondents who had heard o: AIDS (n=2211), see Appendix A (Methodology) for an explanation; "N Response" was excluded from the table, therefore percentages may not equa 100%; responses in **bold** are correct responses.

Ways People Can Get AIDS

The questions in Table 12 have a factual basis but the responses offered to the respondents (Likely/Unlikely) allow for their attitudes and beliefs to influence their responses. These questions are conditional, that is if certain conditions existed, the questions could be true or false depending on the conditions.

Total Sample

The following percentage of respondents believed a person is likely to get AIDS by:

- 69.3% - Receiving a blood transfusion
- 38.0% - Donating or giving blood

More than 90% of respondents believed it is likely that a person could get AIDS from:

- 95.2% - Sharing needles for drug use with someone who has AIDS
- 94.4% - Having sex with a person who has AIDS without using a condom

Less than 70% of respondents believed that a person could not get AIDS from:

- 67.8% - Living with someone who has AIDS.
- 55.7% - Kissing - with exchange of saliva - a person who has AIDS
- 48.8% - Mosquitoes or other insects

State Sample

Arizona had the fewest correct responses of "Unlikely" regarding getting AIDS from:

- 48.6% - Donating or giving blood
- 43.3% - Mosquitoes or other insects

- 3 out of 4 respondents from Colorado and New Mexico reported it is unlikely to get AIDS from using public toilets

- 16% of respondents from Arizona and Texas reported it is likely or do not know if it is likely to get AIDS from working with someone who has AIDS

Of the 2,400 respondents, 2,211 had read of, heard of or seen AIDS. The information in Table 12 describes the responses of the 2,211 respondents who had heard of AIDS. The correct response for each question is in bold. Analysis of the 2,400 respondents, including the 189 respondents who had not read of, heard of or seen AIDS, are in the sections Demographics, Cultural Orientation and Sources of General Health Information.

TABLE 12

WAYS PEOPLE CAN GET AIDS[1]

	Total	AZ	CO	NM	TX
	Percent	Percent of State			
1. RECEIVING A BLOOD TRANSFUSION					
LIKELY	69.3	73.2	70.9	66.9	66.2
UNLIKELY	24.5	22.3	22.5	27.8	25.5
DO NOT KNOW	6.1	4.3	6.6	5.1	8.3
2. DONATING OR GIVING BLOOD					
LIKELY	38.0	42.3	37.9	33.1	38.6
UNLIKELY	53.3	48.6	54.8	59.1	50.6
DO NOT KNOW	8.7	9.2	7.3	7.8	10.7
3. KISSING - WITH EXCHANGE OF SALIVA - A PERSON WHO HAS AIDS					
LIKELY	29.4	31.7	28.2	27.1	30.5
UNLIKELY	55.7	54.3	55.0	58.4	55.1
DO NOT KNOW	14.9	13.8	16.8	14.5	14.4
4. BEING COUGHED OR SNEEZED ON BY SOMEONE WHO HAS AIDS					
LIKELY	11.5	12.6	10.1	10.0	13.5
UNLIKELY	76.8	74.5	78.9	80.0	73.9
DO NOT KNOW	11.6	12.9	10.8	10.0	12.6
5. HAVING SEX WITH A PERSON WHO HAS AIDS WITHOUT USING A CONDOM					
LIKELY	94.4	95.7	96.8	92.7	92.4
UNLIKELY	2.7	1.6	1.1	3.8	4.3
DO NOT KNOW	2.9	2.7	2.1	3.5	3.3
6. SHAKING HANDS OR TOUCHING SOMEONE WHO HAS AIDS					
LIKELY	2.7	2.7	2.3	3.1	2.8
UNLIKELY	91.3	88.8	93.4	91.1	91.7
DO NOT KNOW	6.0	8.5	4.3	5.6	5.5
7. SHARING PLATES, FORKS, OR GLASSES WITH SOMEONE WHO HAS AIDS					
LIKELY	14.2	14.0	13.5	12.4	17.2
UNLIKELY	73.8	71.9	74.6	77.1	71.5
DO NOT KNOW	11.8	13.8	11.9	10.5	11.1

TABLE 12

WAYS PEOPLE CAN GET AIDS[1]

	Total	AZ	CO	NM	TX
	Percent	Percent of State			
8. SHARING NEEDLES FOR DRUG USE WITH SOMEONE WHO HAS AIDS					
LIKELY	95.2	94.2	97.3	95.6	93.5
UNLIKELY	3.1	3.8	1.2	2.9	4.4
DO NOT KNOW	1.7	1.8	1.4	1.5	2.0
9. WORKING WITH SOMEONE WHO HAS AIDS					
LIKELY	6.2	7.9	2.5	5.1	9.2
UNLIKELY	87.0	84.2	91.5	88.9	83.4
DO NOT KNOW	6.6	7.7	6.0	5.5	7.0
10. USING PUBLIC TOILETS					
LIKELY	15.7	16.9	13.1	13.3	19.8
UNLIKELY	72.5	68.7	76.6	76.7	67.7
DO NOT KNOW	11.7	14.4	10.3	9.8	12.2
11. ATTENDING SCHOOL WITH A CHILD WHO HAS AIDS					
LIKELY	5.7	5.6	3.2	4.4	10.0
UNLIKELY	87.1	83.8	91.5	90.7	82.1
DO NOT KNOW	7.2	10.6	5.3	4.9	7.9
12. MOSQUITOES OR OTHER INSECTS					
LIKELY	29.3	31.7	29.1	24.9	31.4
UNLIKELY	48.8	43.3	49.1	52.9	49.7
DO NOT KNOW	21.8	24.6	21.6	22.2	18.7
13. PETS OR ANIMALS					
LIKELY	9.1	9.7	6.7	8.5	11.5
UNLIKELY	71.1	67.4	73.2	74.9	68.9
DO NOT KNOW	19.6	22.7	19.9	16.4	19.6
14. LIVING WITH SOMEONE WHO HAS AIDS					
LIKELY	21.9	21.6	20.0	18.9	27.2
UNLIKELY	67.8	65.5	71.1	70.2	64.5
DO NOT KNOW	10.1	12.6	8.7	10.9	8.3

[1]Statistics were calculated only for those respondents who had heard of AIDS (n=2211), see Appendix A (Methodology) for an explanation; "No Response" was excluded from the table, therefore percentages may not equal 100%; responses in **bold** are correct responses.

Chances of Getting AIDS

The questions in Table 13 refer to the respondents' beliefs about the chances of getting AIDS and are more personally oriented.

Total Sample

Respondents were asked questions about the chances of others or themselves contracting AIDS and responded as follows (Table 13):

- 58.0% responded they were **not** worried about getting the AIDS virus
- 50.3% responded that there was a low chance of someone they knew getting the AIDS virus
- 71.0% reported that Whites have a high or medium chance of getting the AIDS virus
- 65.4% reported Hispanics have a high or medium chance of getting the AIDS virus
- 84.0% agreed they have sufficient knowledge to protect themselves from AIDS
- 75.3% disagreed that AIDS is a punishment from God

State Sample

- 1 out of 3 respondents in Arizona and Texas reported the chances of Hispanics getting the AIDS virus was high while 1 out of 4 respondents in Colorado reported chances of Hispanics getting the AIDS virus was low
- 1 out of 4 respondents in Texas reported they were either very worried or worried about getting the AIDS virus
- 1 out of 5 respondents in Arizona and Texas do not agree or do not know if they have sufficient knowledge to protect themselves from AIDS

Of the 2,400 respondents, 2,211 had read of, heard of or seen AIDS. The information in Table 13 describes the responses of the 2,211 respondents who had heard of AIDS. Analysis of the 2,400 respondents, including the 189 respondents who had not read of, heard of or seen AIDS, are in the sections Demographics, Cultural Orientation and Sources of General Health Information.

TABLE 13

CHANCES OF GETTING AIDS[1]

	Total	AZ	CO	NM	TX
	Percent	Percent of State			
1. WHAT ARE THE CHANCES OF SOMEONE YOU KNOW GETTING THE AIDS VIRUS?					
HIGH	15.0	16.5	12.9	13.3	17.4
MEDIUM	19.6	20.5	20.2	19.3	18.3
LOW	50.3	45.7	55.7	53.5	46.4
DO NOT KNOW	15.0	17.3	11.2	14.0	17.6
2. WHAT ARE THE CHANCES OF HISPANICS GETTING THE AIDS VIRUS?					
HIGH	26.4	30.9	19.1	24.5	31.1
MEDIUM	39.0	37.4	37.6	40.5	40.5
LOW	18.6	17.1	24.8	18.5	13.7
DO NOT KNOW	15.7	14.2	18.4	16.0	14.2
3. WHAT ARE THE CHANCES OF WHITES GETTING THE AIDS VIRUS?					
HIGH	30.3	34.2	25.7	30.7	30.5
MEDIUM	40.7	38.3	41.3	41.8	41.2
LOW	11.9	11.0	14.4	12.7	9.6
DO NOT KNOW	16.9	16.4	18.6	14.4	18.3
4. HOW WORRIED ARE YOU ABOUT GETTING THE AIDS VIRUS?					
VERY WORRIED	9.5	9.9	7.8	7.1	13.1
WORRIED	10.7	12.9	8.2	8.4	13.3
WORRIED A LITTLE	21.0	22.8	19.3	18.5	23.5
NOT WORRIED	58.0	53.2	63.8	65.6	49.0
DO NOT KNOW	0.7	0.7	0.9	0.4	0.9
INDICATE WHETHER YOU AGREE OR DISAGREE THAT:					
5. AIDS IS A PUNISHMENT FROM GOD					
AGREE	20.3	21.2	20.9	20.9	18.1
DISAGREE	75.3	74.6	74.6	74.0	77.8
DO NOT KNOW	4.2	4.1	4.1	4.7	3.9
6. YOU HAVE SUFFICIENT KNOWLEDGE TO PROTECT YOURSELF FROM AIDS					
AGREE	84.0	80.0	88.8	86.5	80.6
DISAGREE	13.7	17.6	9.0	10.7	17.4
DO NOT KNOW	2.2	2.2	2.1	2.4	2.0

[1]Statistics were calculated only for those respondents who had heard of AIDS (n=2211), see Appendix A for an explanation; "No Response" was excluded from the table, therefore percentages may not equal 100%.

People Most Likely to Get AIDS

The questions in Table 14 have a factual basis but the responses offered to the respondents (Likely/Unlikely) allow for their attitudes and beliefs to influence their responses. These questions are conditional, that is if certain conditions existed, the questions could be true or false depending on the conditions.

Total Sample

Most respondents appeared to be informed about at risk behaviors for AIDS. Over 90 percent (Table 14) correctly believed that a person is likely to get AIDS if they:

- 96.8% - Share needles for drug use
- 96.5% - Are male/female prostitutes
- 96.4% - Have many sexual partners
- 95.7% - Are homosexual men
- 93.7% - Are bisexual men

- Although 96.8% of respondents believed it is likely to get AIDS from sharing needles for drug use, 82.9% believed that babies born to parents who inject drugs are likely to get AIDS.

- While 56.4% of the respondents believed it is unlikely to get AIDS by donating blood, 60.4% of the respondents believed it is likely to get AIDS by receiving blood transfusions.

State Sample

- More than 1 out of 2 respondents from Colorado and New Mexico and nearly 2 out of 3 respondents from Arizona and Texas reported people who receive blood transfusions are likely to get AIDS

- More respondents in Arizona and Texas reported blood donors are likely to get AIDS than respondents in Colorado and New Mexico.

Of the 2,400 respondents, 2,211 had read of, heard of or seen AIDS. The information in Table 14 describes the responses of the 2,211 respondents who had heard of AIDS. The correct response for each question is in bold. Analysis of the 2,400 respondents, including the 189 respondents who had not read of, heard of or seen AIDS, are in the sections Demographics, Cultural Orientation and Sources of General Health Information.

TABLE 14

PEOPLE MOST LIKELY TO GET AIDS[1]

	Total	AZ	CO	NM	TX
	Percent	Percent of State			
1. PEOPLE WHO SHARE NEEDLES FOR DRUG USE					
LIKELY	96.8	95.5	98.0	97.5	96.3
UNLIKELY	1.6	2.5	1.1	1.1	1.8
DO NOT KNOW	1.5	2.0	0.9	1.5	1.8
2. MALE/FEMALE PROSTITUTES					
LIKELY	96.5	96.4	97.3	96.4	95.7
UNLIKELY	1.2	1.3	0.9	0.9	1.7
DO NOT KNOW	2.4	2.3	1.8	2.7	2.6
3. PEOPLE WHO HAVE MANY SEXUAL PARTNERS					
LIKELY	96.4	95.9	97.0	96.5	96.1
UNLIKELY	1.6	2.0	1.2	1.5	1.7
DO NOT KNOW	2.0	2.2	1.8	2.0	2.2
4. PEOPLE WHO RECEIVE BLOOD TRANSFUSIONS					
LIKELY	60.4	63.7	59.0	55.1	63.8
UNLIKELY	33.6	29.3	34.6	39.1	31.4
DO NOT KNOW	6.0	7.0	6.4	5.8	4.8
5. BISEXUAL MEN					
LIKELY	93.7	95.1	93.4	93.6	92.4
UNLIKELY	2.8	1.8	2.7	3.1	3.9
DO NOT KNOW	3.5	3.1	3.9	3.3	3.7
6. HOMOSEXUAL MEN					
LIKELY	95.7	96.0	96.6	95.5	94.5
UNLIKELY	1.4	1.1	0.9	1.6	2.0
DO NOT KNOW	2.9	2.9	2.5	2.9	3.5
7. BABIES BORN TO PARENTS WHO INJECT DRUGS					
LIKELY	82.9	80.6	84.8	84.4	81.9
UNLIKELY	7.7	9.9	6.0	7.3	7.8
DO NOT KNOW	9.3	9.4	9.2	8.4	10.4
8. BLOOD DONORS					
LIKELY	35.9	39.7	30.7	32.7	40.5
UNLIKELY	56.4	52.0	61.2	59.5	52.9
DO NOT KNOW	7.6	8.3	8.2	7.8	6.3

[1]Statistics were calculated only for those respondents who had heard of AIDS (n=2211), see Appendix A (Methodology) for an explanation; "No Response" was excluded from the table, therefore percentages may not equal 100%; responses in bold are correct responses.

Methods to Prevent AIDS in Relation to Sexual Activity

The questions in Table 15 have a factual basis but the responses offered to the respondents (Likely/Unlikely) allow for their attitudes and beliefs to influence their responses. These questions are conditional, that is if certain conditions existed, the questions could be true or false depending on the conditions.

Total Sample

Methods of prevention chosen most frequently as very effective or somewhat effective (Table 15) were:

* 83.2% - Being celibate
* 83.1% - Using Condoms
* 79.6% - Two people who do not have the AIDS virus that have sex only with each other
* 64.9% - Using Condoms with a spermicide

Respondents correctly reported that using the following methods to prevent AIDS in relation to sexual activity were not effective:

* 74.5% - Birth control pills
* 60.7% - Spermicidal jelly, foam or cream
* 49.8% - Diaphragms

There were a notable number of "Don't Know" responses regarding the effectiveness of using:

* 28.7% - Diaphragms
* 20.9% - Condoms with a spermicide
* 19.7% - Spermicidal jelly, foam or cream
* 16.4% - Birth control pills

Interviewers reported that some respondents asked questions about what these methods of prevention were.

State Sample

* Less than 1 out of 2 respondents from Arizona and Texas reported the diaphragm was not effective

- Over 61% of respondents in Arizona, Colorado and New Mexico reported spermicidal jelly, foam or cream was not effective
- 1 out of 4 respondents in Texas reported two people who do not have the AIDS virus that have sex only with each other as somewhat effective or not effective

Of the 2,400 respondents, 2,211 had read of, heard of or seen AIDS. The information in Table 15 describes the responses of the 2,211 respondents who had heard of AIDS. The correct response for each question is in bold. Analysis of the 2,400 respondents, including the 189 respondents who had not read of, heard of or seen AIDS, are in the sections Demographics, Cultural Orientation and Sources of General Health Information.

TABLE 15

METHODS TO PREVENT AIDS IN RELATION TO SEXUAL ACTIVITY[1]

	Total	AZ	CO	NM	TX
	Percent	Percent of State			
1. DIAPHRAGM					
VERY EFFECTIVE	5.7	6.5	4.3	4.5	7.6
SOMEWHAT EFFECTIVE	15.3	14.0	15.8	14.7	16.8
NOT EFFECTIVE	49.8	46.4	55.0	54.7	42.9
DO NOT KNOW	28.7	32.4	24.6	25.6	32.3
2. BIRTH CONTROL PILLS					
VERY EFFECTIVE	2.5	3.1	1.6	1.8	3.7
SOMEWHAT EFFECTIVE	6.1	7.7	5.0	5.1	6.5
NOT EFFECTIVE	74.5	71.4	77.3	78.7	70.4
DO NOT KNOW	16.4	17.1	16.0	13.6	19.0
3. CONDOM					
VERY EFFECTIVE	40.1	40.8	37.1	40.2	42.5
SOMEWHAT EFFECTIVE	43.0	43.3	47.5	42.9	37.9
NOT EFFECTIVE	8.4	7.6	7.4	7.8	10.9
DO NOT KNOW	8.1	7.7	7.8	8.5	8.3
4. SPERMICIDAL JELLY, FOAM, OR CREAM					
VERY EFFECTIVE	4.5	4.5	3.0	3.5	7.2
SOMEWHAT EFFECTIVE	14.6	12.2	13.8	15.1	17.2
NOT EFFECTIVE	60.7	61.9	63.7	61.6	55.5
DO NOT KNOW	19.7	20.7	19.3	19.1	19.6
5. CONDOMS WITH A SPERMICIDE					
VERY EFFECTIVE	31.5	31.3	27.8	31.1	35.9
SOMEWHAT EFFECTIVE	33.4	32.0	34.8	38.0	28.7
NOT EFFECTIVE	13.7	15.8	13.8	10.7	14.6
DO NOT KNOW	20.9	20.1	23.4	19.6	20.3
6. BEING CELIBATE					
VERY EFFECTIVE	73.2	72.5	75.9	76.4	67.8
SOMEWHAT EFFECTIVE	10.0	9.7	9.4	9.5	11.3
NOT EFFECTIVE	7.4	7.0	6.7	6.4	9.6
DO NOT KNOW	8.9	10.3	7.6	6.9	10.7
7. TWO PEOPLE WHO DO NOT HAVE THE AIDS VIRUS THAT HAVE SEX ONLY WITH EACH OTHER					
VERY EFFECTIVE	69.5	68.2	71.8	71.8	66.2
SOMEWHAT EFFECTIVE	10.1	9.9	10.3	9.8	10.5
NOT EFFECTIVE	12.3	12.6	11.2	10.7	15.0
DO NOT KNOW	7.6	8.8	6.4	7.1	8.1

[1]Statistics were calculated only for those respondents who had heard of AIDS (n=2211), see Appendix A (Methodology) for an explanation; "No Response" was excluded from the table, therefore percentages may not equal 100%; responses in bold are correct responses.

SOURCES OF INFORMATION

Details about where Hispanics receive their information for AIDS and health issues in general can be essential to AIDS prevention programs. This survey identified sources of information for AIDS and general health through a series of questions that asked about:

1. Sources of information
2. One most helpful source of information and
3. Language of the one most helpful source of information.

The 2,211 respondents who had read of, heard of or seen AIDS were asked questions that relate to AIDS. All 2,400 respondents were asked identical questions that relate to general health.

Additional questions were asked about the Surgeon General's pamphlet on AIDS. This pamphlet was mailed to all households in the United States, the most extensive AIDS information dissemination effort directed toward the U.S. population.

Of the 2,400 respondents, 2,211 had read of, heard of or seen AIDS. The information in the sections Sources of AIDS Information, and the Surgeon General's pamphlet on AIDS describes responses of the 2,211 respondents. Analysis of the 2,400 respondents, including the 189 respondents who had not read of, heard of or seen AIDS, are in the next section, Sources of General Health Information. Included is a comparison of responses between the two sections, Sources of AIDS Information and Sources of General Health Information.

Sources of AIDS Information

Total Sample

From a given list, respondents (those who had heard of AIDS) were asked to pick all sources of AIDS information they received. The sources of AIDS information (Table 16) most frequently identified were:

* 87.7% - Television
* 81.8% - Magazines
* 80.8% - Newspapers

Respondents were asked to mention other sources of AIDS information not on the given list. "Other" sources identified were books or medical books and seminars/workshops. Appendix D provides a complete list of "Other" sources by state only.

State Sample

For sources of AIDS information:

* Television was identified more frequently by respondents in Arizona (90.6%), New Mexico (88.4%) and Texas (87.2%)
* Respondents in Colorado (86.0%) identified newspapers more frequently
* Respondents in Colorado (49.8%) identified friends less frequently
* Respondents in Texas more frequently identified doctor/clinic/hospital (50.6%), teachers/schools (46.2%), professors/college (35.9%), employer (35.5%) and priest/minister/clergy (22.6%)

Of the 2,400 respondents, 2,211 had read of, heard of or seen AIDS. The information in Table 16 describes the responses of the 2,211 respondents who had read of, heard of or seen AIDS. Analysis of the 2,400 respondents, including the 189 respondents who had not read of, heard of or seen AIDS, are in the sections Demographics, Cultural Orientation and Sources of General Health Information.

TABLE 16

SOURCES OF AIDS INFORMATION[1]

Rank	Source	Total Percent	AZ	CO	NM	TX
			Percent of State (Rank)[2]			
1	Television	87.7	90.6 (1)	84.6 (2)	88.4 (1)	87.2 (1)
2	Magazines	81.8	83.3 (2)	83.9 (3)	79.5 (2.5)	80.6 (2)
3	Newspapers	80.8	79.3 (3)	86.0 (1)	79.5 (2.5)	78.2 (3)
4	Brochures/Pamphlets	77.7	79.1 (4)	81.7 (4)	75.3 (4)	74.7 (4)
5	Radio	62.7	69.8 (5)	61.0 (5)	57.5 (5)	62.7 (5)
6	Friends	55.1	59.4 (6)	49.8 (6)	53.1 (6)	58.4 (6)
7	Family	48.6	51.1 (7)	45.2 (8)	47.3 (8)	50.8 (7)
8	Doctor/Clinic/ Hospital	48.3	49.5 (8)	45.6 (7)	47.5 (7)	50.6 (8)
9	Teachers/Schools	35.9	38.1 (9)	27.1 (9)	32.5 (9)	46.2 (9)
10	Employer	29.8	29.9 (11)	26.1 (10)	27.8 (10)	35.5 (11)
11	Professors/College	28.5	30.6 (10)	22.9 (11)	24.9 (11)	35.9 (10)
12	Priest/Minister/ Clergy	19.3	20.7 (12)	16.1 (12)	18.0 (12)	22.6 (12)
13	Other[3]	8.1	9.7 (13)	7.8 (13)	7.1 (13)	7.8 (13)

[1]Statistics were calculated only for those respondents who had heard of AIDS (n=2211), see Appendix A (Methodology) for an explanation.

[2]Numbers in parenthesis are rankings for each column.

[3]See Appendix D for a detailed list.

One Most Helpful Source of AIDS Information

Total Sample

When asked which one of the sources was most helpful to understand AIDS the following sources from Table 17 were identified more frequently:

- 47.2% - Television
- 16.8% - Brochures/pamphlets
- 11.6% - Magazines

State Sample

- Television was identified by fewer respondents in Colorado (42.0%) and more respondents in New Mexico (50.2%)
- Brochures/pamphlets was identified more frequently by respondents in Colorado (20.6%) and by 15% of respondents in Arizona, New Mexico and Texas
- Radio was identified more frequently by respondents in Arizona (2.3%) followed by Texas (1.5%)

Of the 2,400 respondents, 2,211 had read of, heard of or seen AIDS. The information in Table 17 describes the responses of the 2,211 respondents who had read of, heard of or seen AIDS. Analysis of the 2,400 respondents, including the 189 respondents who had not read of, heard of or seen AIDS, are in the sections Demographics, Cultural Orientation and Sources of General Health Information.

Language of One Most Helpful Source of AIDS Information

Total Sample

Table 18 shows that the language of the one most helpful source of AIDS information identified more often was:

- 58.7% - English
- 27.8% - Both English and Spanish
- 13.5% - Spanish

English was most often reported as the language of the one most helpful source of AIDS information for the following sources:

- 69.4% - Magazines
- 65.1% - Other Sources
- 55.0% - Brochures/Pamphlets
- 54.1% - Television

- More respondents identified television to be in Spanish (20.3%) and brochures/pamphlets to be in both English and Spanish (39.8%).

State Sample

The language of the one most helpful source of AIDS information identified more often was:

- English by 71.9% of Colorado respondents
- Spanish by 1 out of 5 respondents in Arizona and Texas
- Both English and Spanish by 33.6% of Texas respondents

- More respondents in Arizona and Texas reported television, brochures/pamphlets, magazines and other sources to be in Spanish than Colorado and New Mexico

Of the 2,400 respondents, 2,211 had read of, heard of or seen AIDS. The information in Table 18 describes the responses of the 2,211 respondents who had read of, heard of or seen AIDS. Analysis of the 2,400 respondents, including the 189 respondents who had not read of, heard of or seen AIDS, are in the sections Demographics, Cultural Orientation and Sources of General Health Information.

TABLE 18

LANGUAGE OF ONE MOST HELPFUL SOURCE OF AIDS INFORMATION[1]

Source	Total No.	Total %	AZ No.	AZ %	CO No.	CO %	NM No.	NM %	TX No.	TX %
Television	1,042		269		237		275		261	
English		54.1		39.0		69.2		68.4		40.6
Spanish		20.3		32.3		5.1		13.8		28.7
Both		25.5		28.6		25.7		17.8		30.3
Brochures/ Pamphlets	367		87		115		83		82	
English		55.0		49.4		67.8		55.4		42.7
Spanish		5.2		11.5		0.0		2.4		8.5
Both		39.8		39.1		32.2		42.2		48.8
Magazines	255		71		55		65		64	
English		69.4		62.0		81.8		72.3		64.1
Spanish		9.4		15.5		1.8		4.6		14.1
Both		21.2		22.5		16.4		23.1		21.9
Other Sources[2]	515		121		149		118		127	
English		65.1		62.0		75.8		72.0		49.2
Spanish		7.8		15.0		0.0		3.4		14.0
Both		27.1		23.1		24.2		24.6		36.7
Total[3]	2,179		548		556		541		534	
English		58.7		48.7		71.9		67.7		45.8
Spanish		13.5		23.0		2.3		8.7		20.4
Both		27.8		28.3		25.7		23.7		33.6

[1]Statistics were calculated only for those respondents who had heard of AIDS (n=2211), see Appendix A (Methodology) for an explanation.

[2]"Other Sources" combine sources that were less than 10% of the total responses.

[3]Missing data was not included.

Sources of General Health Information

All 2,400 respondents were asked to pick from a given list every source of general health information they received. The same list of sources was used for AIDS information.

Total Sample

Table 19 shows the sources of general health information mentioned most frequently were:

- 83.3% - Television
- 78.5% - Magazines
- 77.9% - Newspapers
- 77.2% - Brochures/pamphlets

"Other" sources mentioned by respondents that were not from the given list were books and medical books, seminars/workshops and the library. Appendix E provides a complete list of "Other" sources of general health information.

State Sample

For sources of general health information:

- Television was identified more frequently by respondents in Arizona (85.5%), Texas (85.2%) and New Mexico (83.5%)
- Colorado identified newspapers (82.7%) and brochures/pamphlets (80.7%) more frequently
- Texas identified teachers/schools (43.8%), employer (34.7%), professors/college (34.2%) and priest/minister/clergy (24.3%) more frequently

TABLE 19

SOURCES OF GENERAL HEALTH INFORMATION[1]

Rank	Source	Total Percent	AZ	CO	NM	TX
			Percent of State (Rank)[2]			
1	Television	83.3	85.5 (1)	79.0 (4)	83.5 (1)	85.2 (1)
2	Magazines	78.5	78.8 (2)	79.8 (3)	78.5 (2.5)	76.7 (2)
3	Newspapers	77.9	78.3 (3)	82.7 (1)	76.2 (4)	74.3 (3)
4	Brochures/Pamphlets	77.2	75.5 (4)	80.7 (2)	78.5 (2.5)	74.0 (4)
5	Doctor/Clinic/ Hospital	66.7	68.3 (5)	68.3 (5)	65.7 (5)	64.5 (5)
6	Radio	60.1	65.8 (6)	54.8 (8)	58.0 (6)	61.8 (6)
7	Family	59.4	61.2 (7)	60.3 (6)	57.3 (7)	58.8 (7)
8	Friends	56.8	57.2 (8)	55.3 (7)	56.8 (8)	57.8 (6)
9	Teachers/Schools	36.2	40.2 (9)	29.0 (10)	31.7 (9)	43.8 (9)
10	Employer	31.5	31.2 (10)	30.3 (9)	29.7 (10)	34.7 (10)
11	Professors/College	27.5	30.8 (11)	21.7 (11)	23.2 (11)	34.2 (11)
12	Priest/Minister/ Clergy	20.3	21.8 (12)	17.5 (12)	17.7 (12)	24.3 (12)
13	Other[3]	6.4	6.7 (13)	6.7 (13)	5.8 (13)	6.5 (13)

[1]Statistics include respondents who had heard of AIDS and those who had not (n=2400), see Appendix A (Methodology) for an explanation.

[2]Numbers in parenthesis are rankings for each column.

[3]See Appendix D for a detailed list.

One Most Helpful Source of General Health Information

Total Sample

The 2,400 respondents were asked which one source of general health information was most helpful (Table 20) and reported the following:

- 38.2% - Television
- 15.1% - Doctor/clinic/hospital
- 12.7% - Brochures/pamphlets
- 10.7% - Magazines

State Sample

- Television was mentioned by more than 1 out of 3 respondents in New Mexico (42.3%), Texas (40.0%) and Arizona (39.7%)
- 1 out of 5 Colorado respondents identified doctor/clinic/hospital

TABLE 20

ONE MOST HELPFUL SOURCE OF GENERAL HEALTH INFORMATION[1]

Rank	Source	Total Percent	AZ	CO	NM	TX
			Percent of State (Rank)[2]			
1	Television	38.2	39.7 (1)	30.8 (1)	42.3 (1)	40.0 (1)
2	Doctor/Clinic/ Hospital	15.1	14.8 (2)	20.5 (2)	13.3 (3)	11.8 (2.5)
3	Brochures/ Pamphlets	12.7	11.8 (3)	13.5 (3)	14.0 (2)	11.5 (4)
4	Magazines	10.7	10.0 (4)	10.8 (4)	10.2 (4)	11.8 (2.5)
5	Newspapers	6.7	7.0 (5)	8.0 (5)	6.0 (5)	5.8 (5)
6	Family	3.9	3.5 (6)	4.5 (6)	3.2 (6)	4.3 (6)
7	Employer	2.3	1.8 (8)	3.3 (7)	2.3 (7)	1.5 (8.5)
8	Radio	1.8	3.3 (7)	1.3 (9.5)	0.8 (11.5)	1.5 (8.5)
9.5	Teachers/Schools	1.5	1.7 (9.5)	1.3 (9.5)	1.0 (10)	1.8 (7)
9.5	Other	1.5	1.7 (9.5)	1.8 (8)	1.7 (8)	0.8 (11)
11	Friends	0.8	0.2 (12)	1.0 (11)	1.5 (9)	0.3 (12.5)
12	Professors/College	0.6	0.0 (13)	0.7 (12)	0.8 (11.5)	1.0 (10)
13	Priest/Minister/ Clergy	0.4	0.3 (11)	0.5 (13)	0.5 (13)	0.3 (12.5)
	No Response	3.8	4.2	2.0	2.4	7.6

[1]Statistics include respondents who had heard of AIDS and those who had not (n=2400), see Appendix A (Methodology) for an explanation.

[2]Numbers in parenthesis are rankings for each column.

Language of One Most Helpful Source of General Health Information

Total Sample

Table 21 shows that the language of the one most helpful source of general health information identified by all 2,400 respondents was:

- 58.8% - English
- 27.9% - Both English and Spanish
- 13.3% - Spanish

More people in the four states reported that English was the language of the following sources:

- 71.9% - Magazines
- 60.7% - Other Sources
- 57.2% - Brochures/Pamphlets
- 56.7% - Doctor/Clinic/Hospital
- 55.5% - Television

State Sample

The language of the one most helpful source of general health information identified more often by respondents were as follows:

- 72.2% of Colorado respondents identified English more often
- 1 out of 5 respondents in Arizona and Texas identified Spanish more often
- 1 out of 3 respondents in Arizona and Texas and 1 out of 4 respondents in Colorado and New Mexico identified both English and Spanish more often
- Fewer than 1 out of 2 respondents in Arizona and Texas identified English for the sources of television and doctor/clinic/hospital
- Fewer than 13% of respondents in Colorado and New Mexico identified Spanish for any of the sources listed in Table 21

TABLE 21

LANGUAGE OF ONE MOST HELPFUL SOURCE OF GENERAL HEALTH INFORMATION[1]

Source	Total No.	Total %	AZ No.	AZ %	CO No.	CO %	NM No.	NM %	TX No.	TX %
Television	913		237		185		253		238	
English		55.5		41.4		74.6		67.6		42.0
Spanish		18.4		23.6		3.8		13.0		30.3
Both		26.1		35.0		21.6		19.4		27.7
Doctor/Clinic/ Hospital	358		89		121		78		70	
English		56.7		46.1		68.6		64.1		41.4
Spanish		15.6		27.0		4.1		11.5		25.7
Both		27.7		27.0		27.3		24.4		32.9
Brochures/ Pamphlets	304		71		80		84		69	
English		57.2		49.3		65.0		58.3		55.1
Spanish		3.6		11.3		0.0		1.2		2.9
Both		39.1		39.4		35.0		40.5		42.0
Magazines	256		60		64		61		71	
English		71.9		66.7		82.8		77.0		62.0
Spanish		7.4		11.7		1.6		4.9		11.3
Both		20.7		21.7		15.6		18.0		26.8
Other Sources[2]	461		116		133		107		105	
English		60.7		48.3		71.4		65.4		56.2
Spanish		11.1		21.6		3.8		4.7		15.2
Both		28.2		30.2		24.8		29.9		28.6
Total[3]	2,292		573		583		583		553	
English		58.8		47.1		72.2		66.4		48.8
Spanish		13.3		20.1		3.1		8.7		21.0
Both		27.9		31.9		24.7		24.9		30.2

[1]Statistics include respondents who had heard of AIDS and those who had not (n=2400), see Appendix A (Methodology) for an explanation.

[2]"Other Sources" combine sources that were less than 10% of the total responses.

[3]Missing data was not included.

A Comparison of Responses Between Sources of AIDS Information and Sources of General Health Information

Sources of Information (Chart 5):

- Respondents reported television, magazines and newspapers more often as sources of both AIDS and general health information
- 59% of respondents reported family as a source of general health information while 49% reported family as a source of AIDS information

One Most Helpful Source of Information (Chart 6):

- Television was selected most often as the one most helpful source of information about AIDS and general health yet 47% of respondents reported television as the one most helpful source of AIDS information while 38% reported it as the one most helpful source of general health information
- Doctor/clinic/hospital was reported as the one most helpful source of general health information by 15% of the respondents but was reported as being a helpful source of AIDS information by 5% of respondents

CHART 5

COMPARISON OF SOURCES OF INFORMATION

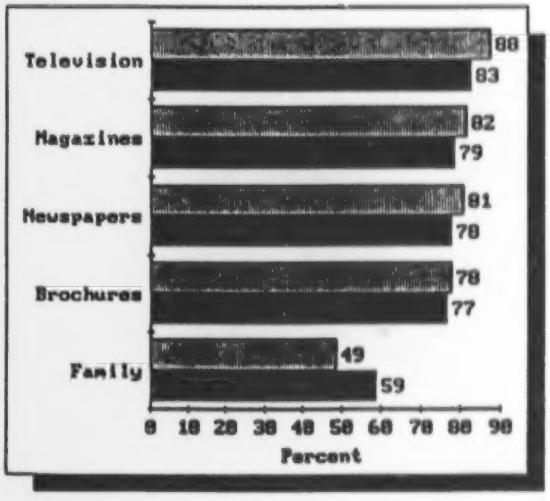
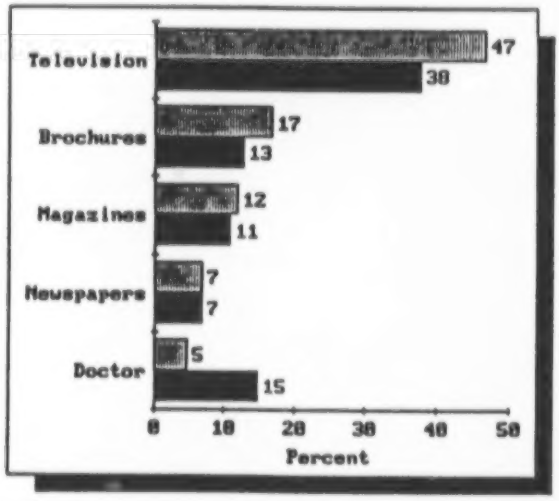


CHART 6

COMPARISON OF ONE MOST HELPFUL SOURCE OF INFORMATION



The Surgeon General's Pamphlet on AIDS

The Surgeon General's pamphlet was a nationwide attempt to inform the U.S. population about AIDS. The pamphlet was mailed to households during the summer of 1988. The pamphlet provided detailed information about AIDS including the transmission of AIDS, risk behaviors and prevention methods. The pamphlet was also translated into Spanish and was made available on request. Charts 7-11 provides detailed responses from the questions relating to the Surgeon General's pamphlet on AIDS.

Total Sample

This survey shows that 43.6% of the 2,211 respondents who had heard of AIDS said they received it. Respondents from households that received the pamphlet (n=963) reported they:

- 52% received an English version
- 39% received both an English and Spanish version
- 3% received a Spanish version

Respondents who received the pamphlet (n=963) reported to have:

- 53% read all of it
- 35% read some of it
- 12% not read any of it

Respondents who read all or some of the pamphlet (n=816) reported they:

- 96% understood what they read
- 59% talked to someone else about the pamphlet

State Sample

- Chart 7 shows that more respondents in Colorado (48%) and Texas (46%) reported receiving the Surgeon General's pamphlet than Arizona (42%) and New Mexico (39%)
- Chart 8 shows that an equal number of respondents in Texas reported receiving pamphlets in English (45%) or both English and Spanish (46%)
- Chart 9 shows that more respondents in New Mexico (57%) reported reading all of the pamphlet
- Chart 10 shows that over 95% of respondents in all four states reported they understood what they read
- Chart 11 shows that over 2 out of 3 respondents in Arizona and Texas reported they talked about the pamphlet with someone

CHART 7

RECEIVED SURGEON GENERAL'S PAMPHLET ON AIDS

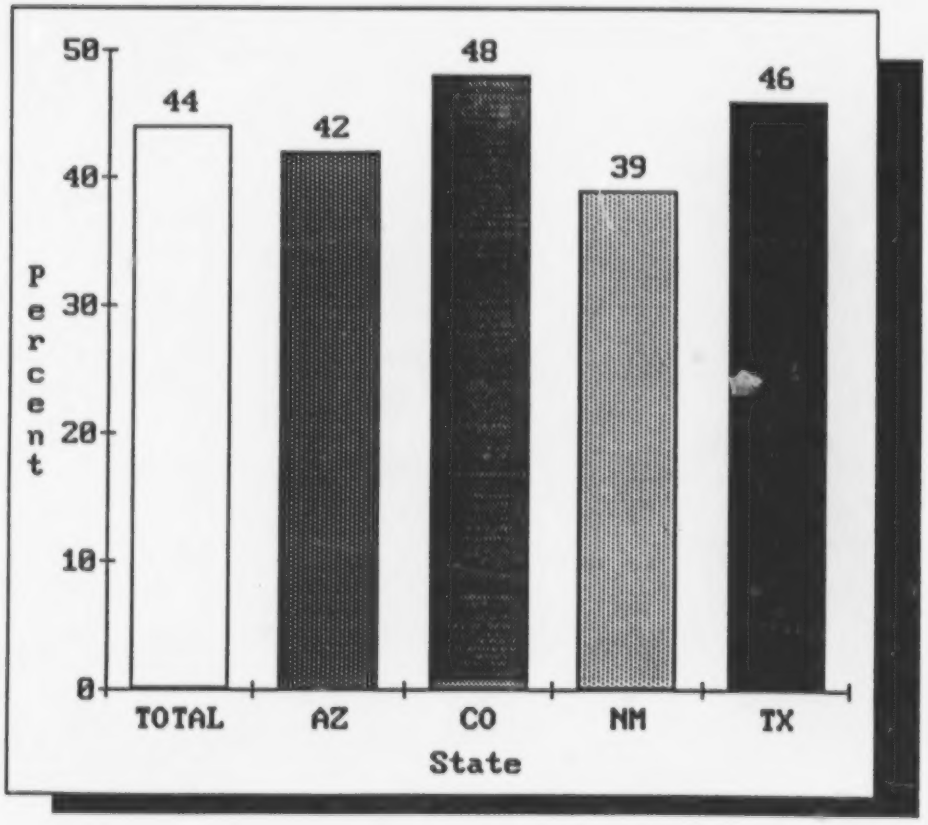


CHART 8

LANGUAGE OF SURGEON GENERAL'S PAMPHLET RECEIVED

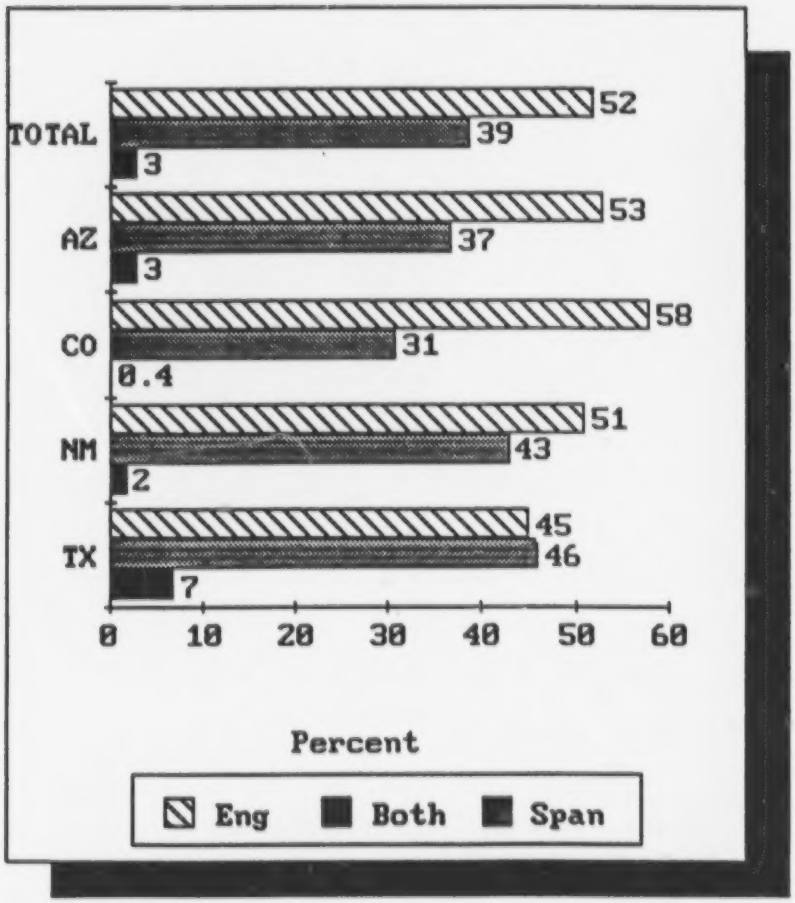


CHART 9

AMOUNT OF SURGEON GENERAL'S PAMPHLET READ

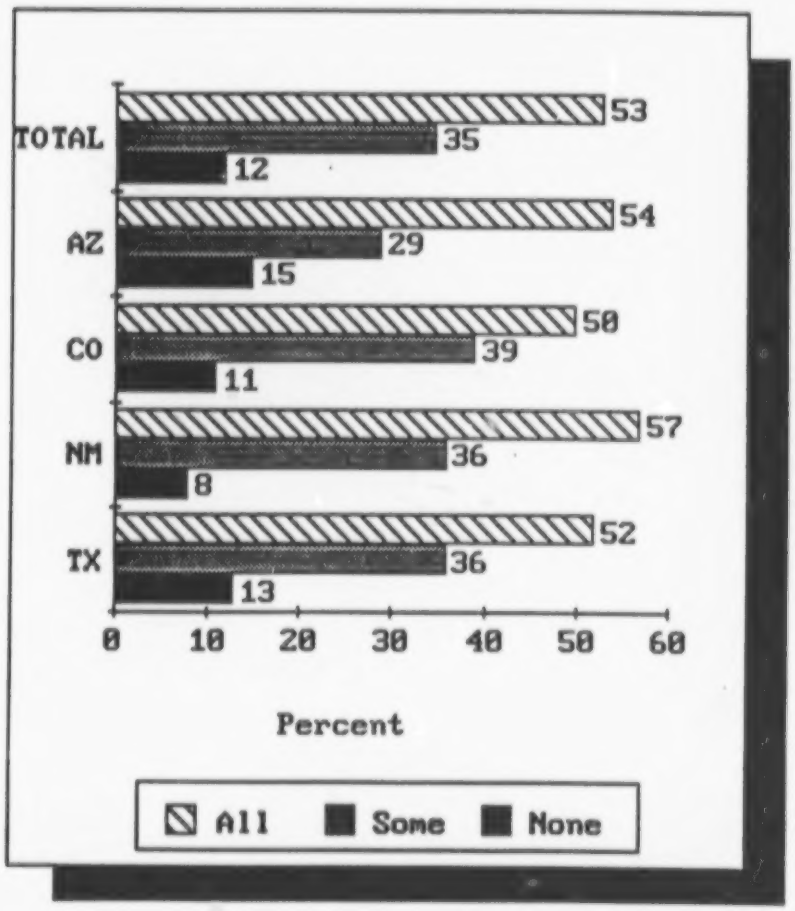


CHART 10

UNDERSTOOD SURGEON GENERAL'S PAMPHLET

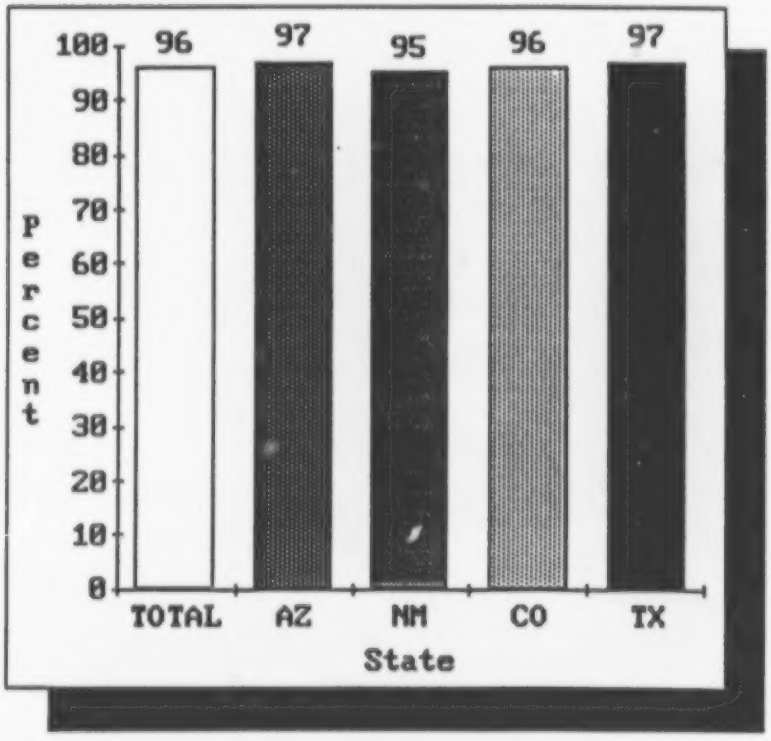
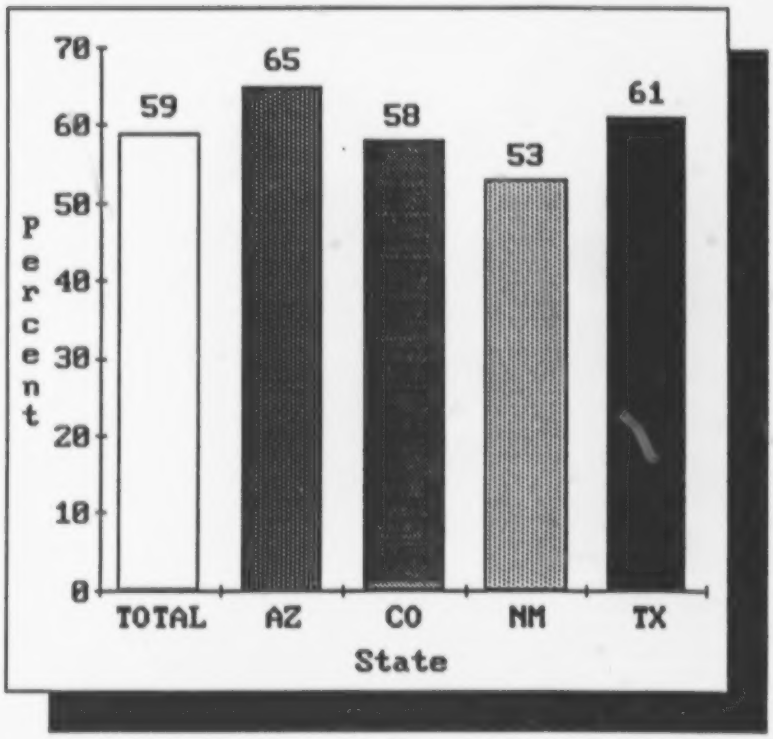


CHART 11

TALKED ABOUT SURGEON GENERAL'S PAMPHLET WITH SOMEONE



APPENDIX A

METHODOLOGY

Target Group

Hispanics, between the ages of 18 and 65, in Arizona, Colorado, New Mexico and Texas were the target group for this study. For the purpose of this study "Hispanic" was defined as someone who is Latino, Mexican American, South American, Chicano, Cuban, Puerto Rican, Mexican, or anyone who considered themselves to be Hispanic.

Survey Method

Advantages

A telephone survey was the method chosen for this study. The telephone facilitates reaching a large number of people, over a large geographical area, inexpensively and quickly. A telephone survey also provides anonymity, which people prefer when discussing a sensitive issue such as AIDS but still allows for some personal interaction. The interviewer can provide the respondent with help, (ie., giving the respondent the AIDS Hotline telephone number for more information) and can probe the respondent to provide an answer. Generally, people feel more comfortable talking in their own homes. With a telephone survey it is easy to verify the questionnaires after the interview has been completed by calling the respondent and asking if they had participated in the study.

Limitations

The primary limitation to conducting a telephone survey is that households without telephones, households with unlisted phone numbers, people who have moved and the homeless are excluded from the sample. Telephone surveys are not conducive to asking in-depth questions because the respondent can simply hang-up the telephone to terminate the interview. It is difficult to maintain consistency in how the interviewers read the

questions to the respondents and in the marking of the questionnaires. These errors were minimized through training and constant supervision. Even with limitations, recent studies on phone surveys and Hispanics revealed that: 1) More than 80% of households in areas with large Hispanic populations have telephones and 2) Telephone interviews may provide more candor from the respondent.

Design of the Questionnaire

LARASA designed the questionnaire used for this study, in collaboration with AIDS consultant Dr. George Rivera. A literature review was conducted to research what questions were being asked in other AIDS studies. Some of those questions were revised and expanded for use in this study, however, this study was not designed to replicate other AIDS studies.

The questions are close ended questions where the respondent chooses from pre-established categories. LARASA provided an English and a Spanish version of the questionnaire (See Appendix B). The Spanish version of the questionnaire was translated from the English version, not word for word, but to have the same meaning.

The objective of the survey was to gather baseline information on whether the respondent had ever heard of AIDS and if so, to determine their knowledge, attitudes and beliefs about AIDS, and sources of information, which included questions about the pamphlet sent out by the Surgeon General. If the respondent had never heard of AIDS they were only asked questions regarding general demographic information, cultural orientation and their sources of information for general health issues. The respondents who had heard of AIDS were asked the same questions as the ones who had not, in addition to questions relating to AIDS.

Responses from all 2,400 respondents are in the following sections of the report:

- Demographics
- Cultural Orientation
- Sources of General Health Information

Sections of the report that only contain responses from the 2,211 respondents who had read of, heard of or seen AIDS are:

- Knowledge, Attitudes and Beliefs About AIDS
- Sources of AIDS Information
- The Surgeon General's Pamphlet on AIDS

Telephone Lab and Interviewers

The interviews were conducted from a telephone lab set up by LARASA. By establishing its own lab, LARASA was able to retain control of the information gathering process. LARASA hired and trained 18 female and 11 male bilingual telephone interviewers. During the hiring process the applicants were given an oral test to measure their bilingual speaking ability. The applicants were asked to translate orally three of the questions from the questionnaire from English into Spanish and to translate the responses given from Spanish to English. The applicants were asked to pretend they were conducting an interview in Spanish. The applicants would introduce themselves and explain why they were calling. The test was standardized and given to all applicants.

LARASA conducted a group training session for the interviewers. The training session was divided into two parts, an introductory session and a practice session. Individual training was given to new interviewers as they were hired. The training was based on a training manual developed by LARASA, after consultation with survey experts, and was consistent for all the interviewers.

Sample

LARASA purchased a random sample listing of telephone numbers from Survey Sampling, Inc. The sample was of households with Hispanic surnames, defined by the U.S. Census Bureau, in census tracts with 20% or more Hispanics in the four state areas. This increased the chance of reaching a Hispanic household with each telephone contact. It also allowed even representation across each state wherever there were census tracts with 20% or more Hispanics which can be either in rural or urban portions of the state.

Respondents were people within that household that fit the criteria of being Hispanic, between the ages of 18 and 65, and who had the most recent birthday (this is a widely accepted procedure for randomly selecting individuals within a household).

A sample of 600 responses from each state for a total of 2400 responses was selected for statistical purposes to assure the sample represents the Hispanic population in the four states. This sample allows a maximum of plus or minus 4% error with a 95% confidence level in representing Hispanics in New Mexico and Texas. In Arizona and Colorado a sample of 600 allows a maximum of plus or minus 4% with a 99% confidence level. These statistics show that this sample is highly representative even though the Hispanic population of the four states vary (see Table 1). The formula used to determine the sample at these precision and confidence levels is:

$$n = \frac{Z^2pq}{A^2}$$

where Z = level of confidence expressed in standard deviations
A = allowable error
p = the percent of Hispanics in the state
q = the complement of p

Implementation of the Questionnaire

Postcards were mailed to the respondents to inform them they would be contacted, to assure the respondents the study was authentic and to increase the response rate. The postcard did not mention the survey was about AIDS so that potential respondents would not research the subject in anticipation of being called. This ensured a more accurate response on respondents' knowledge, attitudes and beliefs about AIDS. The postcard was in both English and Spanish. (See Appendix C for a copy of the postcard.)

LARASA conducted a pre-test of the questionnaire in all four states. Both the English and the Spanish version of the questionnaire were tested. To simulate the actual survey postcards were mailed for the pre-test.

Telephone calls were made during December 1988, excluding the week of Christmas, and January 1989. To maintain randomness all four states were called between 5pm and 9pm Monday through Friday, taking into account the time difference of Texas. People who were difficult to reach during the evening were called on Saturdays between 10am and 1pm.

Each interviewer completed an average of five questionnaires per night. The interviews were approximately twenty minutes long if the respondent had heard of AIDS, and ten minutes long if they had not heard of AIDS.

The majority of the interviews were initiated in English. In the introduction of the English interviews, the interviewer inquired which language the respondent preferred to use, and conducted the interview in the language the respondents chose. If the respondent answered the telephone in Spanish then the interviewer initiated and conducted the interview in Spanish.

A total of 2,400 questionnaires were completed, 600 for each state. Of the 2400 responses 1,720 (71.7%) were in English and 680 (28.3%) were in Spanish. This does not indicate the number of people who were more comfortable speaking one language over another. The interviewers who were more comfortable speaking Spanish completed more Spanish questionnaires than those who were more comfortable speaking English.

The response rate of households attempted was 31%. The total sample size of attempted contacts was 7,748. The total number of actual contacts included: 2400 completed questionnaires, 1,175 refusals, 1,072 ineligibles and 117 incomplete questionnaires. Ineligible means the households were not Hispanic, the residents were not between the ages of 18 and 65, or the phone number was to a business. No contact was made from the remaining 2,984 households attempted.

Explanations About the Report

Tables and Charts

Tables and charts are provided throughout the report providing detailed information of the responses from the questionnaire. The tables provide five columns of information - a total column followed by breakdowns of the total by state. The information by state is listed from left to right in alphabetical order (AZ, CO, NM and TX). Tables 3 - 9, 16, 17, 19 and 20 gives the rank order of responses in parentheses () next to the percent and/or in the far left column of the table. All tables are footnoted to clarify if the data represents all 2,400 of the respondents or just the 2,211 who read of, heard of or seen AIDS. The descriptions in Tables 10 - 15 are numbered for the convenience of easy reference and are in no particular order. The charts are designed similar to the Tables. The information is listed by total then by state, in alphabetical order of the state (AZ, CO, NM and TX).

Cultural Orientation Scale

A short acculturation scale developed by Marin, Sabogal, Marin, Otero-Sabogal and Perez-Stable was used for this study. The scale was based on a five-point Likert scale. Questions 1 - 9 in Table 10 were based on a five point scale that ranged from Only Spanish to Only English. Each range of the scale was given a weight of 1 (Only Spanish) to 5 (Only English). Questions 10 - 13 of Table 10 were based on a five point scale that ranged from All Hispanic to All Anglo. Again each range of the scale was weighted from 1 (All Hispanic) to 5 (All Anglo).

For this report the scale was compressed to create three components of cultural orientation. Weighted averages that ranged from 1.0 to 2.9 were categorized as Hispanic Orientation, from 3.0 to 3.9 as Bi-cultural and from 4.0 to 5.0 as Anglo Orientation.

Two changes were made to the original scale based on responses from the pre-test of the questionnaire. The first change involved questions 1 and 2 in Table 10 which were originally one question that asked "In general, what language(s) do you read and speak?". We broke the question into two parts because of confusion from the respondents during the pre-test of the questionnaire. Some respondents reported they could either speak or read a language but might not necessarily do both in the same language. The second change was made to the wording of the scale used for questions 10 - 13 in Table 10. The scale used for this study was worded as Half/Mostly/All **Anglo**. The original scale was worded as Half/Mostly/All **American**. There was confusion from the respondents of the pre-test about the term "American" when used in this context, so "Anglo" was used in its place.

There was a difficulty in response to question 13 in Table 10 that read "If you could choose your children's friends you would want them to be...". For the respondents who said they do not choose their children's friends, interviewers were instructed to code the questionnaire as Half Hispanic/Half Anglo.

Knowledge, Attitudes and Beliefs

The questions in this study can be described as either knowledge questions or attitude and belief questions. The questions to determine knowledge about AIDS were informational and were formatted to be answered as True/False. The questions that asked about attitude or emotional concerns were formatted to be answered as Likely/Unlikely, Very Effective to Not/Effective, Yes/No, High/Medium/Low, Very Worried to Not Worried or Agree/Disagree. These questions have a factual basis but the responses offered to the respondents (Likely/Unlikely, etc.) allow for their attitudes and beliefs to influence their responses. These questions are conditional, that is if certain conditions existed, the questions could be true or false depending on the conditions.

1. Enter your identification number:_____

   Enter the subject number:_____

2. Enter the state where respondent resides:

   1 Arizona 2 Colorado 3 New Mexico 4 Texas

3. Enter the Respondent telephone number:_____

DIAL THE TELEPHONE NUMBER:

Hello, my name is_____, and I'm calling from the Latin American Research and Service Agency (LARASA) in Denver, Colorado. We are doing a research study in the Southwest in order to find out how Hispanics/Latinos (by that we mean Mexican American, South American, Chicano, Cuban, Puerto Rican, Mexican and other terms you may know) feel about health issues. Your telephone number was drawn in a random sample of Hispanics/Latinos in the entire state of _____.

The person I need to interview is the person currently living in your household who is Hispanic/Latino, between 18 and 65 years of age, and who had the most recent birthday. Would that be you or someone else in your household?

1.....Respondent----------->#5
<--------2.....Someone else [ask to speak to that person]

NOTE: If the person you need to speak to is not at home, get the name of that person and a good time to reach them at home, then record on sample sheet.

<--3.....Don't know all birthdays----------->#4
4.....Don't know any birthdays other than own------->#5
5.....Refused [TERMINATE]

4. Of the ones that you know, who are Hispanic/Latino, between 18 and 65 years of age, who had the most recent birthday?

1.....Respondent----------->#5
<------2.....Someone else [ask to speak to that person]

If someone else, repeat following introduction:

Hello, my name is_____, and I'm calling from the Latin American Research and Service Agency (LARASA) in Denver, Colorado. Would you prefer that I speak in English or Spanish? We are doing a research study in the Southwest in order to find out how Hispanics/Latinos (by that we mean Mexican American, South American, Chicano, Cuban, Puerto Rican, Mexican and other terms you may know) feel about health issues. Your telephone number was drawn in a random sample of Hispanics/Latinos in the entire state of _____.

* * * *

5. Recently a postcard was sent to your home explaining a little about the study. Your participation is voluntary **BUT** very important. If I should come to **ANY** question you prefer not to answer, just let me know and I'll skip over it.

In general, do you think that the health of Hispanics is a serious national problem?

1 YES
2 NO
3 DO NOT KNOW

| 4 REFUSE |

	(1)	(2)
6. Have you read, heard or seen of AIDS (Acquired Immune Deficiency Syndrome)?.....	YES	NO
	[Go To #7]	
	If NO, Go to top of pg.9	
7. Have you read, heard or seen of AIDS Related Complex also known as A.R.C.? [spell out].....	YES	NO
8. Have you ever read, heard or seen of a blood test for infection that can detect the AIDS virus?.....	YES	NO

I am going to read a list of statements concerning medical or physical aspects of AIDS. Please answer what YOU think is true (T), false (F), or that you do not know (DK).

	(1)	(2)	(3)	(4)
9. AIDS is caused by a virus.....	T	F	DK	R
10. AIDS damages the body's natural immune defenses against disease.....	T	F	DK	R

11. AIDS is especially common in older people (age 65+).....	T	F	DK	R
12. There is a vaccine available to the public that protects a person from getting the AIDS virus.....	T	F	DK	R
13. A person can be infected with the AIDS virus and not have the disease AIDS.....	T	F	DK	R
14. You can tell if a person has the AIDS virus by looking at them.....	T	F	DK	R

Now, I am going to read a list of statements concerning the ways some people can get AIDS. Please indicate whether you think each statement is true (T), false (F), or that you do not know (DK).

15. Any person with the AIDS virus can pass it on to someone else through sexual intercourse	T	F	DK	R
16. A woman who has the AIDS virus can give AIDS to her baby during pregnancy or birth.....	T	F	DK	R
17. There is no cure for AIDS at present....	T	F	DK	R
18. Most people who get AIDS die from the disease.....	T	F	DK	R
19. Some people who are infected with the AIDS virus may never have any symptoms, but they still can infect others.....	T	F	DK	R
20. Intravenous drug users (people who shoot up or inject drugs) who share needles can give AIDS to someone else	T	F	DK	R

[go to next page]

* * * *

Now, I would like to ask you where you get your information about AIDS. Do you get your information about AIDS from:

	(1)	(2)	34 ONE Source Most Helpful
21 Television	YES	NO	_____
22 Priest/Minister/Clergy	YES	NO	_____
23 Radio	YES	NO	_____
24 Newspapers	YES	NO	_____
25 Doctor/Clinic/Hospital	YES	NO	_____
26 Magazines	YES	NO	_____
27 Brochures/Pamphlets	YES	NO	_____
28 Teachers/Schools	YES	NO	_____
29 Professors/College	YES	NO	_____
30 Friends	YES	NO	_____
31 Employer	YES	NO	_____
32 Family	YES	NO	_____

Relationship of Family Member or Relative:

_____

33 Can you think of any other sources of information? (Please specify)..... YES NO

_____ _____

34. Which **ONE** of these sources most helped you to understand AIDS? Please choose **ONLY ONE**. [Check above]

35. Was this source in:

1 ENGLISH
2 SPANISH
3 BOTH ENGLISH AND SPANISH

36. Did you receive a pamphlet on AIDS from the government, Surgeon General Koop, in the mail? (It was white with blue letters)

<--1 YES---------->#37
2 NO---------->#45
3 DO NOT KNOW--->#45
4 REFUSE-------->#45

37. Was the pamphlet in English or Spanish?

1 ENGLISH
2 SPANISH
3 BOTH

38. How much of the pamphlet did you read?

1 NONE OF IT ----->#45
2 SOME OF IT
3 ALL OF IT

39. Did you understand the pamphlet?

1 YES
2 NO
3 DO NOT KNOW

40. Did you talk with anyone about the pamphlet?

<--1 YES---------->#41
2 NO----------->#45
3 DO NOT KNOW------->#45
4 DOES NOT APPLY---->#45

-->Did you talk about what you read with any of the following?

	(1)	(2)	(3)	(4)
41. Your spouse	YES	NO	DK	R
42. Your son(s)	YES	NO	DK	R
43. Your daughter(s)	YES	NO	DK	R
44. Any other family member(s)	YES	NO	DK	R

* * * *

Now, I would like to ask you about the ways that some people can get AIDS. Please indicate if you think it is likely (L), unlikely (U), or if you do not know (DK). How likely is it that a person will get AIDS from:

	(1)	(2)	(3)	(4)
45. receiving a blood transfusion....	L	UL	DK	R
46. donating or giving blood.....	L	UL	DK	R
47. kissing -with exchange of saliva- a person who has AIDS.....	L	UL	DK	R
48. being coughed or sneezed on by someone who has AIDS.....	L	UL	DK	R
49. having sex with a person who has AIDS without using a condom (rubbers).....	L	UL	DK	R

50. shaking hands or touching someone who has AIDS.....	L	UL	DK	R
51. sharing plates, forks, or glasses with someone who has AIDS.....	L	UL	DK	R
52. sharing needles for drug use with someone who has AIDS.....	L	UL	DK	R
53. working with someone who has AIDS	L	UL	DK	R
54. using public toilets.....	L	UL	DK	R
55. attending school with a child who has AIDS.....	L	UL	DK	R
56. mosquitoes or other insects.....	L	UL	DK	R
57. pets or animals.....	L	UL	DK	R
58. living with someone who has AIDS.	L	UL	DK	R

Now I would like to ask you some questions about the chances of getting AIDS. Please indicate whether these chances are high (H), medium, (M), low (L), or that you do not know (DK). What are the chances of...

	(1)	(2)	(3)	(4)	(5)
59. Someone you know getting the AIDS virus?.....	H	M	L	DK	R
60. Hispanics (Latinos) getting the AIDS virus?.....	H	M	L	DK	R
61. Whites (Anglos) getting the AIDS virus?.....	H	M	L	DK	R

62. How worried are you about getting the AIDS virus?

1 VERY WORRIED
2 WORRIED
3 WORRIED A LITTLE
4 NOT WORRIED

5 DO NOT KNOW
6 REFUSE

* * * *

Would you please indicate which people are most likely to get AIDS. Indicate if you think it is likely (L), unlikely (UL), or if you do not know (DK). How likely is it that these people will get AIDS or the AIDS virus?

	(1)	(2)	(3)	(4)
63. People who share needles for drug use.....	L	UL	DK	R
64. Male/Female Prostitutes.....	L	UL	DK	R
65. People who have many sexual partners.....	L	UL	DK	R
66. People who receive blood transfusions.....	L	UL	DK	R
67. Bisexual men (men who have sex with both men and women).....	L	UL	DK	R
68. Homosexual men (men who have sex with other men)	L	UL	DK	R
69. Babies born to parents who inject drugs.....	L	UL	DK	R
70. Blood donors.....	L	UL	DK	R

* * * *

Here are two statements about people's beliefs about illnesses and AIDS. Indicate whether you agree (A) or disagree (D).

	(1)	(2)	(3)	(4)
71. AIDS is a punishment from God.....	A	D	DK	R
72. You have sufficient knowledge to protect yourself from AIDS.....	A	D	DK	R

[go to next page]

* * * *

Here are methods some people use to prevent getting the AIDS virus through sexual activity. Please indicate whether you think the method is very effective (VE), somewhat effective (SE), not at all effective (NE), or that you do not know (DK).

How effective are each of the following methods in preventing AIDS?

	(1)	(2)	(3)	(4)	(5)
					-----
73. Using a diaphragm	VE	SE	NE	DK	R
74. Using birth control pills.....	VE	SE	NE	DK	R
75. Using a condom (rubbers).....	VE	SE	NE	DK	R
76. Using a spermicidal jelly, foam, or cream.....	VE	SE	NE	DK	R
77. Using condoms with a spermicide.....	VE	SE	NE	DK	R
78. Being celibate, that is, not having sex at all.....	VE	SE	NE	DK	R
79. Two people who do not have the AIDS virus that have sex only with each other.....	VE	SE	NE	DK	R

[go to next page]

NOTE: If the respondent wants to know if these questions were asked before, emphasize that the next few questions are **general** questions even though they sound similar to ones asked before.

Now, I would like to ask you how you get **health information in general.** Do you get information from:

		(1)	(2)	93 **ONE** Source Most Helpful
80	Television	YES	NO	____
81	Priest/Minister/Clergy	YES	NO	____
82	Radio	YES	NO	____
83	Newspapers	YES	NO	____
84	Doctor/Clinic/Hospital	YES	NO	____
85	Magazines	YES	NO	____
86	Brochures/Pamphlets	YES	NO	____
87	Teachers/Schools	YES	NO	____
88	Professors/College	YES	NO	____
89	Friends	YES	NO	____
90	Employers	YES	NO	____
91	Family	YES	NO	____

Relationship of Family Member or Relative:

_____

92. Can you think of any other sources of information (please specify)..... YES NO

_____ ____

93. Which **ONE** of these sources was most helpful in providing health information? Please choose **ONLY ONE.** [Check above]

94. Was this source in:

1 ENGLISH
2 SPANISH
3 BOTH ENGLISH AND SPANISH

Here are two statements about people's beliefs about illnesses **in general.** Indicate whether you agree (A) or disagree (D).

	(1)	(2)	(3)	(4)
95. Illness is a test of God.....	A	D	DK	R
96. Whenever one becomes ill, a cure is in God's hands.....	A	D	DK	R

* * * *

This section contains questions about language use.

97a. What language do you read?

1 ONLY SPANISH
2 SPANISH BETTER THAN ENGLISH
3 BOTH EQUALLY
4 ENGLISH BETTER THAN SPANISH
5 ONLY ENGLISH

97b. What language do you speak?

1 ONLY SPANISH
2 SPANISH BETTER THAN ENGLISH
3 BOTH EQUALLY
4 ENGLISH BETTER THAN SPANISH
5 ONLY ENGLISH

Here are some circumstances under which you would use different languages. Please answer if you would speak only Spanish (OS), mostly Spanish (MS), both Spanish and English (B), mostly English (ME) or only English (OE) for the following:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
98. What language did you use as a child?.....	OS	MS	B	ME	OE	DK	R
99. What language do you speak at home?.....	OS	MS	B	ME	OE	DK	R
100. In which language do you usually think?.....	OS	MS	B	ME	OE	DK	R
101. What language do you usually speak with your friends?....	OS	MS	B	ME	OE	DK	R
102. In what language are the T.V. programs you usually watch?.	OS	MS	B	ME	OE	DK	R
103. In what language are the radio programs you usually listen to?.....	OS	MS	B	ME	OE	DK	R
104. In general, in what language are the movies, T.V., and radio programs you prefer to watch and listen to?.....	OS	MS	B	ME	OE	DK	R

Now I would like to ask if people you come in daily contact with are all Hispanic/Latino (AH), mostly Hispanic/Latino (MH), about half Hispanic/Latino and half Anglo (1/2), mostly Anglo (MA) or all Anglo (AA).

105. Your close friends are.....	AH	MH	1/2	MA	AA	DK	R
106. You prefer going to social gatherings/parties at which the people are.....	AH	MH	1/2	MA	AA	DK	R
107. The persons you visit or visit you are.....	AH	MH	1/2	MA	AA	DK	R

108. If you could choose your children's friends, you would want them to be.....	AH	MH	1/2	MA	AA	DK	R
	*	*	*	*			

This section contains questions on your background.

109. What is your sex? 1 Male 2 Female

110. How do you identify your ethnicity?

1 Mexican American
2 Mexican
3 Chicano
4 Puerto Rican
5 Hispanic
6 Cuban
7 Spanish
8 Latino
9 Other, please specify:_____

111. What is your current marital status?

1 Single/Never Married
2 Married
3 Divorced
4 Separated
5 Widowed

112. What is your age:_____

[INTERVIEWER: If respondent does not know their age, ask:]

What is your date of birth? [YEAR]:_____

[go to next page]

113. What is the highest grade of school or college that you have completed? [Write in highest grade, then code after interview]

_____

INTERVIEWER: Code as one of the following:
1 Less than High School
2 Some High School
3 High School Graduate or GED
4 Vocational or Trade School
5 Some College
6 Junior College Graduate (Associates or 2 Year Degree)
7 College Graduate (Bachelor's or 4 Year Degree)
8 Some Graduate School
9 Graduate or Professional Degree - Master's Program
10 Graduate or Professional Degree - Doctoral Program

114. What is your household size (counting everyone living in your house):
Total household size:_____

115. Where were you born? [Do not read options]

1 MEXICO
2 U.S.---------->#117, pg.13
3 PUERTO RICO
4 CUBA
5 CENTRAL OR SOUTH AMERICA
6 OTHER....Specify_____

7 DO NOT KNOW ------>#117, pg.13
8 REFUSED ---------->#117, pg.13

116. Where were you raised before the age of 16? [Fill in from #115]

1 IN _____ ONLY
2 MOSTLY IN _____
3 EQUALLY IN THE U.S. AND _____
4 MOSTLY IN THE U.S.
5 IN THE U.S. ONLY
6 OTHER.....Specify_____

7 DO NOT KNOW
8 REFUSED

117. Please tell me which category best describes the total amount of income received by all members of your household in 1988?

1 Less than $5,000 [Five Thousand]
2 $5,000 to $9,999 [Nine Thousand Nine Hundred Ninety-Nine]
3 $10,000 to $14,999 [Fourteen Thousand Nine Hundred Ninety-Nine]
4 $15,000 to $19,999 [Nineteen Thousand Nine Hundred Ninety-Nine]
5 $20,000 to $24,999 [Twenty-Four Thousand Nine Hundred Ninety-Nine]
6 $25,000 to $29,999 [Twenty-Nine Thousand Nine Hundred Ninety-Nine]
7 $30,000 to $34,999 [Thirty-Four Thousand Nine Hundred Ninety-Nine]
8 OVER $35,000 [Thirty-Five Thousand]

9 DO NOT KNOW
10 REFUSED

* * * *

This is the end of the survey. My supervisor may call you within the next few days to verify our conversation.

118. Would you like to receive a copy of the results?

1 YES ----------->Name:_____
2 NO
Address:_____

_____

119. One last question - would you be willing to participate in a more in-depth interview about AIDS at a later date?

1 YES----------->Name:_____
2 NO
Address:_____

_____

WE APPRECIATE YOU TAKING THE TIME TO HELP US WITH THIS IMPORTANT STUDY. THANK YOU FOR YOUR COOPERATION. GOODBYE.

1. Ponga su numero de identificacion:_____

   Ponga el numero del sujeto:_____

2. Ponga el estado donde vive la persona que contesta:

   1 Arizona 2 Colorado 3 New Mexico 4 Texas

3. Ponga el numero de telefono de la persona que contesta:

   _____

MARQUE EL NUMERO DE TELEFONO:

Hola, me llamo _____, y le llamo a Ud. de parte de la Agencia Latinoamericana de Servicio e Investigacion (LARASA) en Denver, Colorado. Estamos haciendo un estudio en el suroeste del pais para averiguar como se sienten los hispanos/latinos (es decir los que tienen antecedentes de Mexico, los que son suramericanos, chicanos, cubanos, puertoriquenos, Mexicanos y otros terminos que usted conoce para definir los hispanos) en cuanto a los asuntos de la salud. Su numero de telefono fue seleccionado al azar de una lista de nombres de hispanos/latinos en el estado entero de _____.

La persona que necesito entrevistar es una que vive en su casa actualmente, que es hispana/latina, que tiene entre 18 a 65 anos de edad y que tuvo el cumpleanos mas reciente. Es Ud. u otra persona?

1....La persona que contesta ---------->#5
<--------2....Otra persona [Pida hablar con esa persona]

NOTE: If the person you need to speak to is not at home, get the name of that person and a good time to reach them at home, then record on the sample sheet.

<--3....No sabe todos los cumpleanos ---------->#4
4....No sabe ningun otro cumpleanos ademas del suyo --->#5
5....Rehusado [ACABADO]

4. De los que sabe, los que son hispanos/latinos, entre 18 a 65 anos de edad, quien tuvo el cumpleanos mas reciente?

1.....La persona que contesta---------->#5
<----2....Otra persona [Pida hablar con esa persona]

SI ES OTRA PERSONA REPITA LA INTRODUCCION SIGUENTE:

Hola, me llamo _____, y le llamo a Ud. de parte de la Agencia Latinoamericana de Servicio e Investigacion (LARASA) en Denver, Colorado. Estamos haciendo un estudio en el suroeste del pais para averiguar como se sienten los hispanos/latinos (es decir los que tienen antecedentes de Mexico, los que son suramericanos, chicanos, cubanos, puertoriquenos, Mexicanos y otros terminos que usted conoce para definir los hispanos) en cuanto a los asuntos de la salud. Su numero de telefono fue seleccionado al azar de una lista de nombres de hispanos/latinos en el estado entero de _____.

* * * *

5. Hace poco le enviamos una tarjeta postal explicando un poco sobre este estudio. Su participacion es voluntaria **PERO** muy importante. Si llegamos a **CUALQUIER** pregunta que Ud. prefiere no contestar, dejeme saber y la anulare.

Por lo general, Ud. piensa que la salud de los hispanos es un serio problema nacional?

1. SI
2. NO
3. NO SABE

4. REHUSADO

(1) (2)

6. Ha leido, escuchado, visto acerca del SIDA (el Sindrome de Inmuno Deficiencia Adquirida)?.....SI NO

<----------[continue a #7]

[If NO, go to top of pg. 9]

7. Ha leido, escuchado, visto de la enfermedad El Complejo Relacionado al SIDA que se llama A.R.C [Spell out]?.....SI NO

8. Ha leido, escuchado, visto de un examen de sangre por medio de la cual se pueda descubrir el virus del SIDA?..... SI NO

Ahora, voy a leer varias frases en cuanto a los aspectos medicos o fisicos del SIDA. Por favor conteste lo que **Ud.** piensa es verdad (V), falso (F), o que Ud. no sabe (NS).

	(1)	(2)	(3)	(4)
				R
9. El SIDA es causado por un virus.....	V	F	NS	
10. El SIDA destruye el sistema natural inmune del cuerpo contra las enfermedades.....	V	F	NS	R

11. El SIDA es especialmente comun en personas que son de major edad (65+).....	V	F	NS	R
12. Hay una vacuna disponible al publico que protege a una persona contra el virus del SIDA.....	V	F	NS	R
13. Una persona puede ser infectada con el virus del SIDA y no tener la enfermedad SIDA...	V	F	NS	R
14. Ud. puede saber si una persona tiene el virus del SIDA solo al mirarlo.....	V	F	NS	R

Ahora, voy a leer varias frases en cuanto a las maneras que algunas personas pueden adquirir el SIDA. Por favor indique si piensa que cada frase es verdad (V), falso (F) o no sabe (NS).

15. Cualquier persona con el virus del SIDA puede transmitirlo a otra persona por medio de relaciones sexuales.....	V	F	NS	R
16. Una mujer que tiene el virus del SIDA puede transmitir el SIDA a su bebe durante el tiempo de embarazo o al momento del nacimiento del bebe.....	V	F	NS	R
17. Hasta el presente no hay una cura para el SIDA.....	V	F	NS	R
18. La mayoria de las personas que adquieren el SIDA mueren de la enfermedad.....	V	F	NS	R
19. Algunas personas que estan infectadas con el virus del SIDA quizas nunca tengan los sintomas, pero aun asi pueden infectar a otras personas.....	V	F	NS	R
20. Las personas que se inyectan drogas y comparten agujas pueden dar el SIDA a otras personas.....	V	F	NS	R

[go to next page]

* * * *

Ahora le queremos preguntar donde obtiene Ud. su informacion acerca del SIDA. Obtiene su informacion acerca del SIDA de:

		(1)	(2)	34 La Fuente MAS Util
21	La Television	SI	NO	_____
22	El Cura/el Ministro/el Clero	SI	NO	_____
23	La Radio	SI	NO	_____
24	El Periodico	SI	NO	_____
25	El Doctor/la Clinica/el Hospital	SI	NO	_____
26	Las Revistas	SI	NO	_____
27	El Folleto/el Pamfleto	SI	NO	_____
28	Los Maestros/las Escuelas	SI	NO	_____
29	Los Profesores/las Universidades	SI	NO	_____
30	Los Amigos	SI	NO	_____
31	Un empleador (Patron)	SI	NO	_____
32	La Familia	SI	NO	_____

La relacion del Familiar o Pariente:

_____

33. Puede pensar en otras fuentes de informacion? (Por Favor Especifique) SI NO

_____ _____

34. Cual de estas fuentes le ayudo mas a entender el SIDA? Por favor escoge **SOLAMENTE UNA.** [Check above]

35. Esta informacion fue en:

    1. INGLES
    2. ESPANOL
    3. ESPANOL E INGLES

36. Recibio un pamfleto del SIDA del gobierno (el Cirujano General Koop) en el correo? (Era blanco con letras azules.)

<---1. SI----------> #37
    2. NO----------> #45
    3. NO SABE-----> #45
    4. REHUSADO----> #45

37. Estaba escrito en ingles o espanol?
    1. INGLES
    2. ESPANOL
    3. LOS DOS

38. Cuanto del pamfleto leyo?

    1. NADA------>#45
    2. PARTE
    3. TODO

39. Entendio el pamfleto?

    1. SI
    2. NO
    3. NO SABE

40. Hablo con alguien acerca del pamfleto?

<---1. SI-------------> #41
    2. NO-------------> #45
    3. NO SABE--------> #45
    4. NO APLICABLE---> #45

--->Hablo Ud. con una de las siguientes personas?

	(1)	(2)	(3)	(4)
41. Su esposa(o).....	SI	NO	NS	R
42. Su hijo(s).....	SI	NO	NS	R
43. Su hija(s).....	SI	NO	NS	R
44. Otro(s) familiar(es).....	SI	NO	NS	R

* * * *

Ahora me gustaria preguntarle en cuanto a las maneras que algunas personas pueden adquirir el SIDA. Por favor indique si Ud. piensa que es muy probable (MP), poco probable (PP), o no sabe (NS). Que probabilidad hay de que una persona adquiere el SIDA al:

	(1)	(2)	(3)	(4)
45. Recibir una transfucion de sangre.....	MP	PP	NS	R
46. Donar o dar sangre.....	MP	PP	NS	R
47. Besarse- de modo en que la saliva es transmitida de una boca a otra- con alguien que tiene el SIDA.....	MP	PP	NS	R
48. Si alguien que tiene SIDA estornuda o tose encima de Ud.....	MP	PP	NS	R
49. Tener relaciones sexuales con una persona que tiene el SIDA sin usar un condon (preservativo, ulito).....	MP	PP	NS	R

50. Saludar dando la mano o tocando a alguien que tiene el SIDA.....	MP	PP	NS	R
51. Compartir los platos, tenedores, o vasos con alguien que tiene el SIDA.....	MP	PP	NS	R
52. Compartir agujas para inyectarse drogas con alguien que tiene el SIDA....	MP	PP	NS	R
53. Trabajar con alguien que tiene el SIDA..	MP	PP	NS	R
54. Usar inodoros (sanitarios) publicos.....	MP	PP	NS	R
55. Asistir una escuela donde hay un nino que tiene el SIDA.....	MP	PP	NS	R
56. Por un mosquito u otros insectos..... ...	MP	PP	NS	R
57. Por animales caseros u otros animales...	MP	PP	NS	R
58. Vivir con una persona que tiene el SIDA.....	MP	PP	NS	R

Ahora me gustaria preguntarle acerca de los riesgos de adquirir el SIDA. Por favor indique si este peligro es alto (A) mediano (M), Bajo (B), o que Ud. no sabe (NS). Cuales son los riesgos de:

	(1)	(2)	(3)	(4)	(5)
59. Alguien que Ud. conoce de adquirir el virus del SIDA?	A	M	B	NS	R
60. Los Hispanos/Latinos de adquirir el virus del SIDA?	A	M	B	NS	R
61. Los Anglos (Blancos) de adquirir el virus del SIDA?	A	M	B	NS	R

62. Cuanta preocupacion tiene Ud. de adquirir el virus del SIDA?

1. MUY PREOCUPADO
2. PREOCUPADO
3. POCO PREOCUPADO
4. NO PREOCUPADO

5. NO SABE
6. REHUSA

* * * *

Por favor indique que gente tiene mas probabilidad de adquirir el SIDA. Indique si Ud. piensa que es muy probable (MP), poco probable (PP) o si no sabe (NS). Cual es la probabilidad de que esta gente adquiera el SIDA o el virus del SIDA?

	(1)	(2)	(3)	(4)
				!
63. Personas que se inyectan drogas con una aguja y comparten la aguja con otras personas.....	MP	PP	NS	R
64. Prostitutas/Prostitutos.....	MP	PP	NS	R
65. Personas que tienen varios companeros para relaciones sexuales.....	MP	PP	NS	R
66. Personas que reciben transfuciones de sangre.....	MP	PP	NS	R
67. Hombres bisexuales (hombres que tienen relaciones sexuales con hombres y mujeres).....	MP	PP	NS	R
68. Hombres homosexuales (hombres que tienen relaciones sexuales con otros hombres)....	MP	PP	NS	R
69. Los bebes nacidos a padres que inyectan drogas.....	MP	PP	NS	R
70. Donadores de sangre.....	MP	PP	NS	R

* * * *

Aqui hay dos frases acerca de las creencias que la gente tiene de las enfermedades y el SIDA. Indica si Ud. esta de acuerdo (A) o no esta de acuerdo (NA).

	(1)	(2)	(3)	(4)
71. El SIDA es un castigo de Dios.....	A	NA	NS	R
72. Ud. tiene suficientes conocimientos del SIDA para protegerse.....	A	NA	NS	R

[go to next page]

* * * *

Aqui hay metodos que algunas personas usan para prevenir de adquirir el virus del SIDA por la actividad sexual. Por favor indique si Ud. piensa que el metodo es muy efectivo (ME), algo efectivo (AE), no efectivo (NE) o no sabe (NS).

Que tan efectivo es cada uno de los siguientes metodos para prevenir el SIDA?

	(1)	(2)	(3)	(4)	(5)
73. Usando un diafragma.....	ME	AE	NE	NS	R
74. Usando la pildora anticonceptiva (pastillas anticonceptivas)	ME	AE	NE	NS	R
75. Usando un condon (preservativo, ulito).....	ME	AE	NE	NS	R
76. Usando una crema, gelatina antiespermatica o espuma.....	ME	AE	NE	NS	R
77. Usando un condon (preservativo) con antiespermatica.....	ME	AE	NE	NS	R
78. Ser celibe, es decir no tener relaciones sexuales.....	ME	AE	NE	NS	R
79. Dos personas que no tienen el virus del SIDA quienes tienen relaciones sexuales entre ellos dos solamente....	ME	AE	NE	NS	R

[go to next page]

NOTE: If the respondent wants to know if these questions were asked before, emphasize that the next few qustions are **general** questions even though they sound similar to ones asked before.

Ahora me gustaria preguntarle como obtiene informacion **por lo general** sobre asuntos de **salud**. Obtiene Ud. informacion de:

		(1)	(2)	93 La Fuente MAS Util
80	La Television	SI	NO	_____
81	El Cura/el Ministro/el Clero	SI	NO	_____
82	La Radio	SI	NO	_____
83	El Periodico	SI	NO	_____
84	El Doctor/la Clinica/el Hospital	SI	NO	_____
85	Las Revistas	SI	NO	_____
86	El Folleto/el Pamfleto	SI	NO	_____
87	Los Maestros/las Escuelas	SI	NO	_____
88	Los Profesores/las Universidades	SI	NO	_____
89	Los Amigos	SI	NO	_____
90	Un empleador (Patron)	SI	NO	_____
91	La Familia	SI	NO	_____

La relacion del familiar o pariente:
_____

92. Puede pensar en otras fuentes de informacion? (Por Favor Especifique) SI NO

_____ _____

93. Cual de estas fuentes fue de mas ayuda en dandole informacion acerca de la salud en general. Escoge **SOLAMENTE UNA.** [Check above]

94. Esta informacion fue en:

1. INGLES
2. ESPANOL
3. ESPANOL E INGLES

Aqui hay dos frases acerca de las creencias que la gente tienen de las enfermedades **por lo general**. Indique si Ud. esta de acuerdo (A) o no esta de acuerdo (NA).

	(1)	(2)	(3)	(4)
95. La enfermedad es una prueba de Dios	A	NA	NS	R
96. Cuando alguien se pone enfermo, que sea lo que Dios quiere	A	NA	NS	R

* * * *

Esta seccion contiene preguntas referentes a el uso de idiomas.

97a. En que idioma lee?

1. SOLO ESPANOL
2. ESPANOL MEJOR QUE INGLES
3. LOS DOS IGUAL
4. INGLES MEJOR QUE ESPANOL
5. SOLO INGLES

97b. En que idioma habla?

1. SOLO ESPANOL
2. ESPANOL MEJOR QUE INGLES
3. LOS DOS IGUAL
4. INGLES MEJOR QUE ESPANOL
5. SOLO INGLES

Aqui hay algunas veces cuando Ud. usaria idiomas diferentes. Por favor conteste si hablaria solamente espanol (SE), principalmente espanol (PE), los dos igual (LD), principalmente ingles (PI) o solamente ingles (SI) en las siguientes situaciones:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
						---	---
98. Cual fue el idioma que hablo cuando era nino(a)?.....	SE	PE	LD	PI	SI	NS	R
99. En que idioma se habla en su casa?...	SE	PE	LD	PI	SI	NS	R
100. En que idioma piensa normalmente?....	SE	PE	LD	PI	SI	NS	R
101. Por lo general, que idioma habla con sus amigos(as)?.....	SE	PE	LD	PI	SI	NS	R
102. Por lo general, en que idioma son los programas de television que Ud. ve?	SE	PE	LD	PI	SI	NS	R
103. Por lo general,en que idioma son los programas de radio que usted escucha?...	SE	PE	LD	PI	SI	NS	R
104. En general, cual es el idioma de las peliculas, programas de la television y la radio que Ud. **prefiere** ver?.....	SE	PE	LD	PI	SI	NS	R

Ahora me gustaria preguntarle si las personas con quienes esta Ud. en contacto diariamente son todos hispanos/latinos (TH), la mayoria son hispanos/latinos (MH), medio parte (1/2), la mayoria son anglos (MA) o todos anglos (TA)

						---	---
105. Sus amigos(as) son.....	TH	MH	1/2	MA	TA	NS	R
106. Ud. prefiere ir a reuniones sociales o fiestas donde la gente es.....	TH	MH	1/2	MA	TA	NS	R
107. Las personas que Ud. visita o le visitan son.....	TH	MH	1/2	MA	TA	NS	R

108. Si pudiera escoger los amigos de sus ninos, quisiera que serian....	TH	MH	1/2	MA	TA	NS	R

* * * *

Esta seccion contiene preguntas referentes a Ud.

109. Cual es su sexo? 1 Masculino 2 Femenino

110. Que es su grupo etnica?

1 Mexicano Americano
2 Mexicano
3 Chicano
4 Puertoriqueno
5 Hispano
6 Cubano
7 Espanol
8 Latino
9 Otro, (por favor especifique):_____

111. Cual es su estado matrimonial (estado civil)?
1 Soltero/ nunca se ha casado
2 Casado(a)
3 Divorciado(a)
4 Separado(a)
5 Viudo(a)

112. Cuantos anos tiene Ud.:_____

[Si no sabe su edad, pregunta:]

Cuando nacio Ud.?[Ano]_____

[go to next page]

113. Cual es el nivel o grado mas alto que Ud. completo a la escuela o universidad?
[Escriba el grado mas alto y luego adjunte un codigo despues de la entrevista]

_____

INTERVIEWER: Code as one of the following: ...
1. Menos de la secundaria (preparatoria)
2. Parte de la secundaria (preparatoria)
3. Graduado de la secundaria (preparatoria)
4. Una escuela vocacional o tecnica
5. Parte de la universidad
6. Graduado de la universidad de dos anos
7. Graduado de la universidad
8. Parte de la escuela graduada
9. Graduado con el diploma de la maestria
10. Graduado con el diploma del doctorado

114. Cuantos habitantes hay en su casa?
(contando todos que viven con Ud.)

_____

115. Donde nacio Ud.? [Do not read options]
1. Mexico
2. Estados Unidos--------->#117, pg.13
3. Puerto Rico
4. Cuba
5. America Central o Sur America
6. Otro (Por Favor Especifique)_____

7. NO SABE----> #117, pg. 13
8. REHUSA-----> #117, pg. 13

116. Donde crecio Ud. hasta los 16 anos? [Fill in from #115]
1. Solamente en _____
2. La Mayor Parte en _____
3. Igual en los Estados Unidos y _____
4. La Mayor Parte en los Estados Unidos
5. Solamente en los Estados Unidos
6. Otro (Por favor especifique) _____

7. NO SABE
8. REHUSA

117. Por favor indique cual de las opciones siguientes esta mas cerca al dinero total ganado por su familia en 1988?

1 Menos de $5,000 [menos de cinco mil]
2 $5,000 a $9,999 [de cinco mil a nueve mil novecientos noventa y nueve]
3 $10,000 a $14,999 [de diez mil a catorce mil novecientos noventa y nueve]
4 $15,000 a $19,999 [de quince mil a diez y nueve mil novecientos noventa y nueve]
5 $20,000 a $24,999 [de veinte mil a veinte y cuatro mil novecientos noventa y nueve]
6 $25,000 a $29,999 [de veinte y cinco mil a veinte y nueve mil novecientos noventa y nueve]
7 $30,000 a $34,999 [de treinta mil a treinta y cuatro novecientos noventa y nueve]
8 Mas de $35,000 [mas de treinta y cinco mil]

9 NO SABE
10 REHUSADO

* * * *

Ya hemos acabado con el cuestionario. Puede ser que mi supervisor le llame dentro de algunos dias para verificar nuestra conversacion.

118. Quiere recibir una copia de los resultados del estudio?

1 SI---------->Name:_____
2 NO
Address:_____
_____

119. Me gustaria saber si Ud. estaria disponible para participar en una entrevista mas comprensiva acerca del SIDA en el futuro?

1 SI---------->Name:_____
2 NO
Address:_____
_____

MUCHISIMAS GRACIAS POR SU COOPERACION. SU CONTRIBUCION A ESTE ESTUDIO ES INMENSAMENTE APRECIADA. ADIOS.

APPENDIX C

Following is a copy of the postcard sent to the sample population the first week of December 1988. The postcard did not mention the survey was about AIDS so that recipients would not research the subject in anticipation of being called. This insured a more accurate response from respondents about their knowledge, attitudes and beliefs about AIDS.

L*A*R*A*S*A
LATIN AMERICAN RESEARCH AND SERVICE AGENCY
DENVER, COLORADO

Your household has been selected to participate in a health survey of Hispanics living in the Southwest. LARASA may call in December or January. Your participation and cooperation will help us better understand the health concerns of Hispanics.

LARASA ha embarcado en un estudio sobre asuntos de salud de la poblacion Hispana. Su casa ha sido escogida para participar en este estudio. Nosotros llamaremos a su casa en diciembre o noviembre. Su cooperacion y participacion sera de gran ayuda para entender mejor las preocupaciones entre los Hispanos sobre la salud.

Thank you! Gracias!

Dr. Audrey R. Alvarado
Executive Director

APPENDIX D

The following sources were mentioned by respondents at least once. This information was referenced from Table 16.

"OTHER" SOURCES OF AIDS INFORMATION

ARIZONA

BIBLE
BILLBOARDS
BLOOD DONATION CENTER
BOOKS
CHURCH
CONDOM PACKAGES
CONVERSATION
HEALTH DEPARTMENT
INSURANCE COMPANY
LIBRARY
MAILINGS
MARINE CORPS
NEIGHBORHOOD FLYERS
NEIGHBORS
PUBLIC BULLETINS
DRUG REHABILITATION CENTER
SCHOOL COUNSELOR
SEMINARS/WORKSHOPS
THE STREET

COLORADO

ANTI-ABORTION GROUP
ARMY BRIEFINGS
BOOKS
CHURCH
COLORADO AIDS PROJECT
DRUG CLINIC
EMPLOYEES
FILM
HEALTH DEPARTMENT
HOTLINE
INSURANCE COMPANIES
LIBRARY
PHARMACY REPRESENTATIVES
RED CROSS
SEMINAR/WORKSHOPS
THE STREETS
UNION

NEW MEXICO

ADVERTISEMENT
BIBLE
BLOOD DONATION CENTER
BOOKS
COMMUNITY LEADERS
INSURANCE COMPANY
LIBRARY
MEDICAL BOOKS/JOURNALS
MEDICAL COLLECTOR
MILITARY/NATIONAL GUARD
POSTERS
PRIVATE AGENCY
PROFESSIONAL LITERATURE
SEMINARS/WORKSHOPS
VIDEO TAPES
YWCA

TEXAS

AIDS PATIENTS THEMSELVES
BLOOD DONATION CENTER
BOOKS
BULLETINS ON STREET
CO-WORKERS
CONVERSATIONS
DEPARTMENT OF HUMAN RESOURCES
FILMS/VIDEOS
HOT LINE
LIBRARY
PAC
MEDICAL BOOKS/JOURNALS
MILITARY
OUTREACH DOOR TO DOOR
PUBLIC SERVICE
SEMINARS/WORKSHOPS
VIDEOS

APPENDIX E

The following sources were mentioned by respondents at least once. This information was referenced from Table 19.

"OTHER" SOURCES OF GENERAL HEALTH INFORMATION

ARIZONA

BIBLE
BOOKS
HEALTH FOOD STORES
CHURCH
COLLEAGUES
CO-WORKERS
FILMS
HEALTH CLASSES
HEALTH DEPARTMENT
HEALTH FAIRS
HEALTH INSURANCE COMPANY
HOTLINE
LIBRARY
MEDICAL BOOKS
MILITARY
NEIGHBORS
PHARMACY REPRESENTATIVES
RED CROSS
SEMINARS/WORKSHOPS
SOCIAL SERVICES
WORD OF MOUTH

COLORADO

BIBLE
BILLBOARDS
BOOKS
CHURCH GROUPS
CO WORKERS
COMMUNITY TALKS
CONVERSATIONS
ENCYCLOPEDIA
GOVERNMENT MEDICAL CENTER
HEALTH DEPARTMENT
HEALTH FAIR
HEALTH FOOD STORE
INSURANCE COMPANY
LIBRARY
MEDICAL BOOKS/JOURNALS
PHARMACY
SEMINARS
TELEPHONE
THE STREET
WARNING LABELS

NEW MEXICO

ARMY
BIBLE
BILLBOARD
BOOKS
CIVIC GROUPS
COLLEAGUES
COMMUNITY GROUPS
FILMS
HEALTH INSURANCE COMPANY
HEALTH STORE
LIBRARY
MEDICAL BOOKS/JOURNALS
NATIONAL GUARD
POSTERS
SEMINARS/WORKSHOPS

TEXAS

ACTIVE GROUPS
BIBLE
BOOKS
CHURCH GROUPS
CLINICS
CO-WORKERS
COMMUNITY/NEIGHBORS
HEALTH CLINIC
HEALTH DEPARTMENT
HEALTH FAIRS
LECTURES
LIBRARY
MEDICAL BOOKS/JOURNALS
MEDICAL COLLECTOR
MILITARY
MOVIES
SOCIAL SERVICES

APPENDIX F

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APPENDIX G

AGENCY DESCRIPTION

The Latin American Research and Service Agency (LARASA) is a non-profit, tax-exempt agency established in 1964 specifically to address Hispanic issues in Colorado.

LARASA serves the Hispanic community in Colorado through its information clearinghouse, the DATA RESOURCE CENTER. The DATA RESOURCE CENTER consists of the following three components:

- APPLIED RESEARCH produces research products to draw attention to the current needs of the Hispanic community and provide a better understanding of Colorado and Denver-Metro Hispanics.

- CLEARINGHOUSE/TECHNICAL ASSISTANCE provides training and assistance to other agencies, organizations and individuals within Colorado.

- HISPANIC AGENDA uses a statement of goals and objectives endorsed and supported by the Hispanic community and its leaders to promote a coordinated, integrated and systematic approach to positive change in Colorado.

LARASA is the only agency of its kind in Colorado with the mission of collecting, interpreting and disseminating information on issues relevant to the Hispanic segment for the purpose of positively impacting the quality of life of Hispanics in Colorado.